

IN THIS ISSUE • CONVENTION STORY
MEXICAN IMPORTS • TAX LEVIES

AMERICAN

CATTLE PRODUCER

• THE CATTLEMAN'S BUSINESS MAGAZINE

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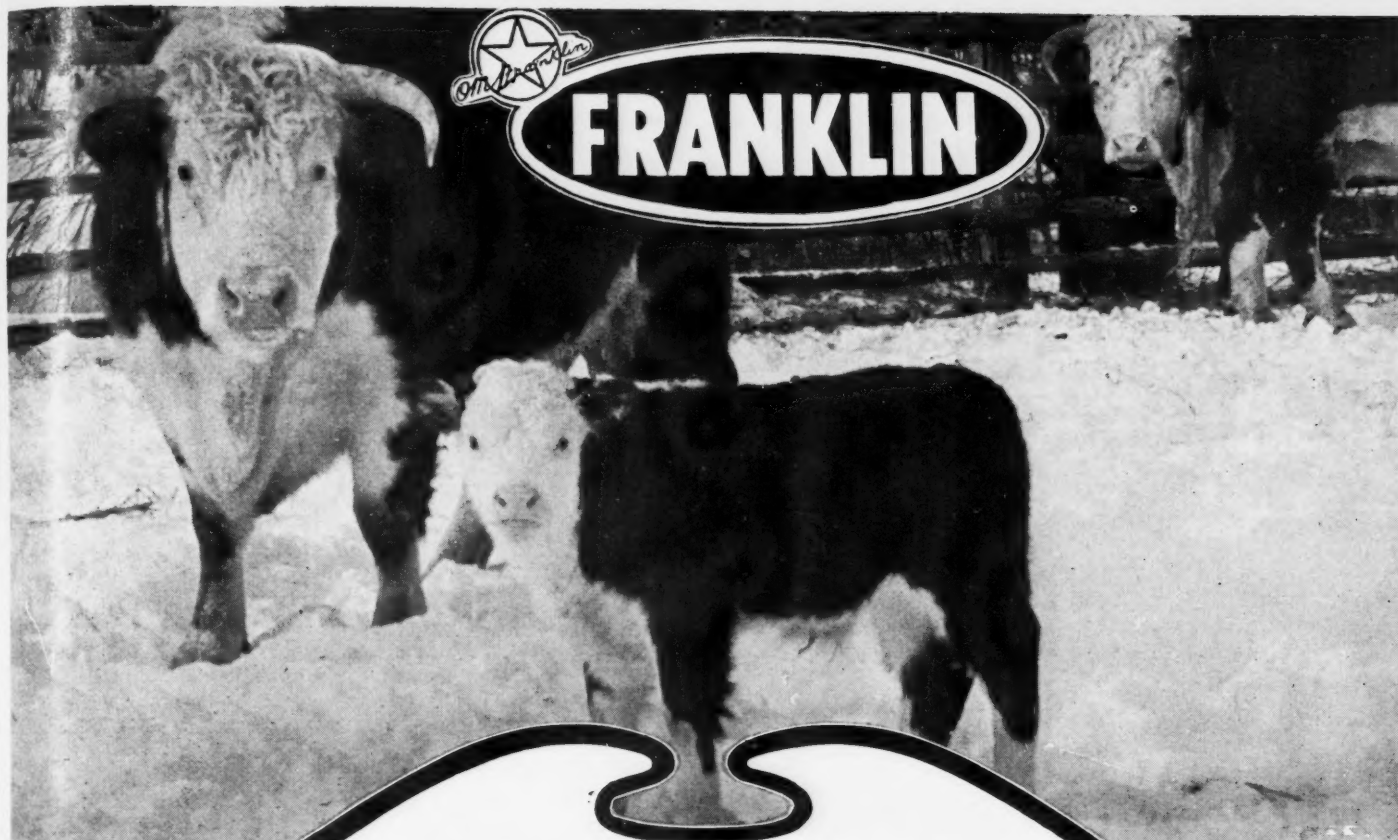
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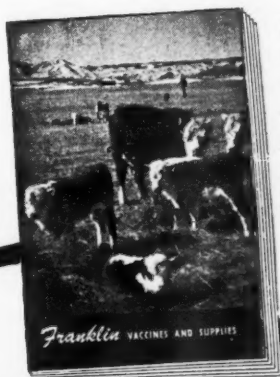
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Letters

TO THE
EDITOR

HOPEFUL—Looks pretty hopeful now for a water supply next spring. Most of the county has around 9 or 10 inches of snow to date. The state as a whole has had at least a normal precipitation for January, so perhaps Mother Nature will be good in '55. This section of the state is financing a cloud seeding program but I don't know what effect it has had on the storms to date.—**Samuel M. McMullen**, secretary, Nevada State Cattle Assn., Elko.

JUST COMMON SENSE—I have just read an article in our local paper, the Gazette Telegraph, about the "beef feast" that's coming to the U. S. I don't know about other people, but I have been on a "beef feast" for some time, and I can't understand why people have to be urged to eat beef. Beef is the most satisfying of all meats.

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AMERICAN CATTLE PRODUCER

(Published monthly at 515 Cooper Building Denver, Colorado, by American National Live-Stock Association Publishing Company. Entered as second-class matter June 11, 1919, at Post Office, Denver, under Act of March 3, 1879. Application for re-entry at Lincoln, Nebr., pending. Acceptance for mailing at special postage provided for in Section 1103. Act of October 3, 1917, authorized on September 21, 1921. Subscription price: U. S. \$2 a year; Canada and foreign, \$2.50.

801 EAST 17TH AVE., DENVER 18, COLO.

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Cattle slaughter failed to increase during the fall of 1954 as in most years; in September the rate fell below a year earlier for the first time since March 1952. This fall let-up probably means a period of comparative stability in cattle slaughter. Also, prices of cattle, though fluctuating by grades, probably won't show any pronounced general trend in next year or so, says USDA.

Cattle and calf slaughter in 1954 probably totaled about 39.4 million head, 7 per cent more than in 1953, with cattle slaughter up 6 per cent and calf up 9 per cent. Thus, a small reduction in numbers on farms Jan. 1, 1955, seems indicated, with decrease most likely in steers and heifers. The cow herd was probably not reduced despite substantial rise in cow and heifer slaughter from a year earlier.

This winter cattle slaughter will probably include about as many cows, fewer grass steers and as many or more fed steers as last winter to total nearly the same. Price spread between top and lower grades was expected to narrow as prices for fed cattle declined seasonally and prices for grass cattle increased in late winter and early spring.

Beef supply may be no larger or a bit smaller this winter than last, but pork output will be greater. Many hogs remained on hand Jan. 1 from 1954 spring pig crop, which was 12 per cent above 1953; the fall pig crop was up 16 per cent. And on Dec. 1 farmers were planning a 5 per cent increase in 1955 spring farrowings, indicating higher hog slaughter through 1955 or most of it, with greatest increase in spring and smallest in fall. Hog prices will likely show a seasonal recovery from the early December low. But spring prices will be lower than last year; next fall they may be nearly as high as in the previous fall.

Prospects for cattle slaughter this year are governed by these factors: (1) Supply of all steers for slaughter will be limited by reduced inventories and year's total may be smaller than in 1954; faster rate of slaughtering than producing steers, typical of present phase of cattle cycle, will bring diminished steer inventories and eventually reduced slaughter. (2) Fully as many, probably more, fed steers available for slaughter in 1955 than 1954; supply of lower grade, non-fed, steers will probably be smaller. (3) Cow slaughter will probably equal 1954 or be larger; cow herds will be culled closely, rate depending on circumstances such as weather, range conditions and price trends. Present high numbers and low price levels make producers sensitive to pressures of short feed supply, low incomes, limited finances. (4) Calf slaughter will again be fairly large proportion of cattle and calf total and could increase a little.

Lamb prices, for choice prime slaughter animals, hovered around \$20 per cwt. at Chicago from September through December; slaughter in that period averaged less than a year before; lambs had moved to slaughter early, and more lambs may have been held back for breeding. The new higher wool supports may have encouraged some expansion.

Prices of lambs are likely to rise seasonally this winter. With number of lambs fed rather small, because of poor condition of wheat pastures, the increase could be substantial. However, increase probably won't reach last winter's \$5.50 advance per cwt., which was followed by even greater spring decline.

Cold storage holdings at start of 1955 probably exceeded small stocks of last year. Pork, up 112 million pounds in October-November (nearly twice last year's rate), on Dec. 1 were larger than a year before. They were of about average size for the date.

Beef stocks on Dec. 1 were smaller than last year, but also of about average size.

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The Reno Resolutions

Once again the American National Cattlemen's Association, in annual convention in Reno, has summed up the decisions of that meeting in its resolutions:

These created, by unanimous vote, a Beef Council for continuing and expanding the present effective work of cattlemen everywhere in promoting their product, commended the "beef team" composed of scores of local, state and national organizations; approved the suggestion submitted by the National CowBelles that the introduction of "Beef for Father's Day" be a major project; favored basic research in beef tenderization.

* * *

The administration was commended for economies in various bureaus, as were money-saving steps offered by the bi-partisan Hoover Commission; Agriculture Secretary Benson and his staff were supported for their efforts to put agriculture on a "self-determining basis."

The cattlemen urged that foreign products be not admitted when they endanger living standards of the nation's working man, farmer or stockman, or threaten serious financial harm to domestic industry, and asked that there be no further cuts in tariff on livestock or related products; recommended that the agriculture secretary have authority to negotiate for limitation of Mexican cattle imports when they become so heavy as to depress U.S. prices; urged continuation of the "Buy American" policy; called for return to Mexico or slaughter of the smuggled Charollaise cattle in this country.

The association recommended work with government agencies and banks in setting up a long-term credit plan "within the framework of the present banking system"; proposed changes in the drouth emergency credit provisions to assure continued operation of family enterprises when the borrowers have a reasonable chance of working out of their difficulties; thanked the railroads for reducing rates on drouth-affected livestock and feed.

Citing the decision in the Phillips Gas Case, the cattlemen recommended a re-definition of the powers of the Federal Power Commission to prevent it from encroaching on individual and state rights; they also urged amendment to the Social Security law to make self-employed ranchers and farmers subject to the law only voluntarily.

Introduction of a bill based on the principles of S.2548, as passed by the Senate in the 83rd Congress, was advocated. Also asked was congressional implementation of the forest range improvement intention of the Granger-Thye Act, greater flexibility of forest grazing regulations in hardship cases, and a revision in the method of letting and holding mining claims—this last in view of some mining claims filed and held for purposes other than bona fide mining.

The stockmen voted to continue their support of a brucellosis eradication program on a voluntary basis, administered by state officials. They instructed the legislative committee of the association to investigate the system of processing and pricing cottonseed products.

The Stand-by Issue Again

WE ARE HEARING TALK again now from Washington that we need stand-by controls that can be put in operation on a moment's notice in an emergency.

This question has come up before. Several years ago, its proponents also argued that we ought to have the machinery for controls ready to go the minute an emergency arose.

However, the idea was shelved then on the ground that Congress could enact enabling legislation for price ceilings in a hurry if needed.

NOW SOMETHING NEW has been added to the argument: That in this atomic age the federal law-making body could be crippled by a bomb, and we should therefore have the law now and the machinery ready.

Of course, it could be argued that a bomb could as easily cripple the administrative branch.

Though the world situation just now is somewhat tense, we hope it will ease. However, if we must have controls in an emergency, Congress can act quickly to put through the necessary legislation.

The greatest objection to stand-by controls in peacetime is that, once enacted, they can so easily be put to use in what some administration may term an economic emergency. Let's not take the chance

of saddling the country with controls that, like supports, we may never be able to shake ourselves loose from.

'Buy American' in Jeopardy

THE ADMINISTRATION insists on chipping away on such protection as is left the domestic producer against foreign importations.

Now it's the Buy American Act! That law is supposed to favor the domestic supplier of goods used by the government. Under it his price has been considered reasonable unless it was more than 25 per cent over the foreign bid.

BUT RECENTLY under an executive order that percentage was lowered to 6 (including duty and costs after arrival in the U.S.)

While this order was presumably issued as a means of establishing uniform procedure under the law, the small tolerance allowed over cost of foreign goods makes it impossible for a domestic producer to compete.

This Buy American Act is not the same as the Buy American amendment applying to beef, and the order does not affect the latter. But we may be next to get the ax if this generosity in giving away our markets continues.

The 'National' At Work

● The American National and Producer staffs, some of their furniture and all their papers and records moved bodily and happily into the new American National building at 801 East 17th Ave. from the offices they have occupied in the Cooper Building for about 35 years. The move was made Jan. 29. . . . So when you write us, address us as above, Denver 18; or, better still, come and see the building and us.

● We are happy to be able to issue such an invitation early in this new year. It marks the realization of a hope that you have made possible by your generous cooperation throughout the planning stages to completion of the building. The response of the membership has been highly gratifying—and interested groups outside the American National also continue to participate in the building fund. Latest to join banks and varied business firms and organizations in contributing are the American Hereford Association, the O. M. Franklin Serum Co., and the Denver Clearing House, which voted substantial donations.

● Executive Secretary F. E. Mollin recently returned from Washington, D. C., after testimony in the matter of extension of reciprocal trade agreements law. The administration is seeking a three-year extension of the program, with power to cut rates 5 per cent a year to promote foreign trade. Mr. Mollin's testimony pointed to the dangers of competition from the outside that could close factories here and throw skilled labor out of work. At the Reno meeting of the American National a resolution said that foreign importations must not be permitted to endanger the American standard of living. . . . Secretary Mollin also attended a meeting of the Highway Users Conference in New York.

● A meeting is scheduled for mid-February in Chicago on beef promotion. Top American National beef promotion men will join with other members of the beef team to form a national beef council. At the American National convention in Reno, Resolution No. 1 called for creation of such a council.

● An important action of the members and officers of the American National at Reno in January was the open invitation to all cattle feeders to join the National. This invitation is being reiterated in speeches made by President Jay Taylor and First Vice-Presi-

dent Don Collins. Mr. Taylor has recently made talks at state cattlemen's meetings in Alabama, Mississippi and Louisiana, to the Corn Belt Feeders Association and on the Omaha Chamber of Commerce farm and ranch program. . . . Mr. Collins spoke at the annual meeting of the Arizona Cattlemen's Association and on the NBC network's Farm and Home Hour.



Cattlemen really demonstrated last fall that the "self-help" principle had practical applications in their own financial plans. Through special Stockmen's Savings Bond Campaigns in all cattle states, cattlemen's purchases of savings bonds helped boost the national sales total 12 per cent above 1953, with some states swelling sales as high as 91 per cent during the particular month of their campaigns.

Here Jay Taylor receives from William H. Bartley a special plaque presented at the American National meeting in Reno by the Treasury Department's savings bond division. It is in recognition of the successful campaign conducted by the American National, the affiliated state and local organizations and the major breed associations.

COMMITTEE REPORTS

Committee reports not expressed in the form of resolutions included: A request by the brand and theft committee that brand states must have the right to inspect cattle in their states, regardless of origin, and charge a fee therefor (excepting those cases where states of origin do their own out-of-state inspection); a recommendation by the public lands committee that BLM fees be 15 cents an animal unit month in 1955-56 and thereafter be based on the price of beef and lamb; a request by the transportation committee for a number of changes to correct shipping inequities; and a request by the sanitary committee that proposed Bang's regulations on shipping cattle interstate provide for freer movement of feedlot and pasture cattle and those moving "from one state to another in the usual course of a ranch operation."

The Public . . . And You

BY
LYLE LIGGETT

Last month 1,500 cowmen heard warnings that we might be in danger of becoming complacent about our beef promotion strength.

As John Marble and Jay Taylor put it: We might break an arm patting ourselves on the back!

The feeling of complacency could come easily. There is plenty of evidence that stockman-stimulated promotion campaigns contributed a great deal to the record beef consumption during 1954 and to the increasing stability of an industry which literally faced panic at the beginning of the year.

But nowhere is there an absolute guarantee that beef consumption will keep on climbing or that prices will improve if promotion and education campaigns are allowed to slide away.

In fact, there is much danger that we might lose our gains. Today, beef is accepted as never before by customers. The protein story is beginning to be heard . . . but new blandishments from other foods could make it forgotten. Other meats and foods are "coming alive" in the promotion field.

Our very success has been the opening of a Pandora's Box of competition.

The cattle and beef industry ably went into emergency action to move beef into consumption instead of storage. But it also realized that its very complexity of marketing, of individualistic operators, of restricting state and federal regulations form the biggest hurdle balking solution to the perplexing fund question.

A long step forward over that hurdle may well have been taken in the authorization for formation of a National Beef Council. Concentrated cooperation from all segments of the industry should lead us nearer our goal of a practical, long-range program which will enable beef to maintain its position at the top of the nation's shopping list.

But that council will certainly have in mind a slogan which many of you have seen on a poster sent around recently by our good friends in the National Restaurant Association.

The slogan is simple . . . but its four words forcefully outline the biggest problem of all industries and business in this free nation.

It reads: **WARNING—Customers are Perishable!**

THE COVER

The Reno invitation for feeders to join the American National points up the common goals and problems of these two phases of beef production. Whether they produce one load or a thousand, the ranger and feeder are all part of the beef picture—as is our cover shot of the month.

AMERICAN CATTLE PRODUCER

Beef Producers Join Forces



Cattlemen and feeders jam-packed the convention sessions and committee meetings.

THE NATION'S CATTLE FEEDERS, who were given formal invitation at Reno to take a bigger part in the work of the American National, will find as they join up that many of their associates are already members.

John Marble, California cattleman and co-chairman with William Farr, a Colorado feeder at the feeder conference, said:

"We have many long-time loyal supporters from the Corn Belt and other feeding areas of the country. Two out of five of our second vice-presidents are feeders and our executive committee lists several score feeders."

He gave these examples of American National activity of value to feeders: "Work for flexible price supports last year; work on OPA and OPS during the war years; activity to get army to buy supplies of fed beef ahead when the market was demoralized in 1953; beef promotion."

Mr. Farr said: "There is no difference in feeder and producer interests except price, and this must always remain on a man-to-man basis. On the national level, anything good for one is good for the other."

In answer to a question from the floor by Kenneth Monfort, Colorado feeder, as to dues expected from feeders, Executive Secretary Mollin explained: "Dues are on a voluntary basis. We expect operators to adjust them according to their interest and the results they see from our work."

Louis Nohl, president of the California Feeders Association and a range-

man as well as feeder, said the American National was doing many of the things his organization was working on. "Our interests and the producers' interests are so close that we need to be tied together."

Herman Aaberg, director of the livestock department of the Farm Bureau: "A million of the 1,006,000 members of the Farm Bureau are producers and feeders. They are not for high price support on corn because 85 per cent of it must be fed to livestock which is the real outlet for corn."

Alan Rogers of Washington: "We should all be called 'beef producers' and not be classed one as a producer and the other a feeder. Basically our problems are common."

E. D. Seldin, Colorado feeder: "The rangeman puts 400 pounds on a calf and the feeder 600. Who's the producer? We all are. Our interests are identical."

Charles Wetzler, Phoenix, Ariz: "I was sent to represent the Central Arizona Cattle Feeders Association, which includes 150 members feeding 200,000 cattle a year. We are interested in a standing feeder committee in the American National."

Among other comment:

Ed Hollenbeck of Illinois, president of the Corn Belt Livestock Feeders Association: "We should unite in pushing beef on a nation-wide scale."

S. S. Barton, president of the Iowa Livestock Feeders Association: "Our problems are much the same. We are all producing and marketing beef."

THE AMERICAN NATIONAL really hit the jackpot in official registrations at Reno with the record figure of 1,349 stockmen and their wives. But not only that . . . at Reno the delegates promptly jammed session halls and committeemen just as eagerly overflowed their committee rooms. The slot machines whanged away here and there and roulette wasn't entirely ignored, but these things didn't interfere with business at Reno.

The special feeders conference, for instance, drew some 300 feeders and rangemen for a two-hour session. The result—one of the important actions of the convention—was the formation of a standing "feeders committee" with broad cattle feeder representation throughout the country.

Another overflow meeting centered attention on beef promotion. This group, called the livestock marketing committee, started the ball rolling toward the creation of a National Beef Council to be a "coordinating body for continuing and expanding the present effective national and state beef promotion work," as expressed in the convention's No. 1 resolution.

Research, like feeder representation, was given permanent status on the standing committee list. Finding the problems where study should be concentrated and then steering researchers in the direction of those problems is the broad aim of this committee. As a starter, the committee has found that in the disease category urinary calculi and pink eye are the most common



The re-elected president of the American National and his assistants for 1955: (L. to r.) Vice-Presidents A. R. Babcock, Moore, Ida.; Don Short, Medora, N. D.; Don Collins, Kit Carson, Colo. (the first vice-president); President Jay Taylor, Amarillo, Tex.; Vice-Presidents N. H. Dekle, Brusly, La.; Hayes Mitchell, Marfa, Tex. Vice-President O. W. Lynam of Burdett, Kan., was not present.



In the shot at the left, one lone Nebraskan finds himself in the middle of a part of the South Dakota population. (l. to r.) John Sutton, Agar, S. D.; Paul Berry, Norris, S. D.; Art Smith, Mobridge, S. D.; Harvey Madsen, Midland, S. D.; Ray L. Carr, Valentine, Nebr.

In the right frame, Californians Parley Richens and Larry Reid, both of Bakersfield.



Random shots caught by an American National cameraman at the convention. (l. to r.) Fred Dressler, Gardnerville, Nev.; Robert H. Clifford and Mrs. Bern Coulter, of Atkinson and Bridgeport, Nebr., respectively; Chester Paxton and Mrs. Paxton of North Platte, Nebr.



Pictured at National convention, having fun in the "Bar Nothing" at the Hotel Mapes are: (l. to r.) W. H. Moffat, cattleman and packer of Reno; Ed P. Waltz, Reno; Parley Richens, head cattleman of Kern County Land Co., Bakersfield, Calif.; Frank McCleary, Winnemucca, Nev.; Robert C. Cooper, cattleman and feeder, Merced, Calif.; Walter H. Ramage, manager of Hotel Mapes; Kenneth Mebane, cattleman and feeder of Bakersfield, Calif.

troubles. The committee is now compiling a comprehensive list of projects in this and other phases of research work.

A fourth effective step was one taken by the brand and theft committee, which got an okay in open convention on a recommendation that the brand states "must have the right to inspect all cattle in their states, regardless of origin in the brand area, and charge a fee (except where states of origin do their own out-of-state inspection), and the Packers and Stock Yards Act amended to that effect."

The National CowBelle group, 500 strong, also came forth with a realistic "Beef for Father's Day Project" and promptly got association approval and support.

OFFICERS NAMED

By unanimous re-election, Jay Taylor of Amarillo will again hold office as president of the nation's cattlemen; the first vice-president, Don Collins of Kit Carson, Colo., was also unanimously retained in his post for 1955. To serve with them, the following new vice-presidents were named: Hayes Mitchell, Marfa, Tex.; O. W. Lynam, Burdett, Kan.; N. H. Dekle, Brusly, La.; A. R. Babcock, Moore, Ida.; Don Short, Medora, N. D. F. E. Mollin of Denver is the association's long-time executive secretary; Rad Hall is the assistant secretary.

The CowBelles named as their new president Mrs. Joe Watt of Moorcroft, Wyo. Mrs. Fred Dressler of Gardnerville, Nev., became first vice-president; Mrs. R. C. Larson, Kimberly, Ida., second vice-president; Mrs. Tom Field, Gunnison, Colo., third vice-president; Mrs. Jack Dinwiddie, Centennial, Wyo., secretary-treasurer.

Another slate of officers is that of the National Junior Cattlemen. Donald Ham of Piedmont, S. D., will head up that group, with vice-presidents Joe Lane, Willcox, Ariz.; Paul Painter, Ladner, S. D., and Tom O'Neil, Big Piney, Wyo. Other officers are Ralph Jones, Jr., Midland, S. D., secretary; George Cross, Douglas, Wyo., treasurer, and Everett Bowman, Safford, Ariz., historian.

Our PRODUCER printing set-up requires that we spread out publication of the addresses made at Reno. In January we published those of President Jay Taylor and Executive Secretary F. E. Mollin. This month we are running four more of the speeches, and we will wind up with the remainder in March.

It was fully agreed that Reno put on a top convention. Names of individuals were not mentioned in the association's resolution of thanks, but two cattlemen who made it their sole job to see that all went well deserve particular mention: Roy Bankofier, president of the Nevada State Cattle Association, and Fred Dressler, former president of that organization.

Natl. Beef Council To Be Established

JOHN MARBLE OF CALIFORNIA, in his report of the work of the marketing committee which concerned itself primarily with beef promotion during 1954, warned American National members against relaxation of their efforts in behalf of beef.

There are still plenty of problems, he said, pointing up these:

"Drouth still plagues stockmen in many areas and financing agencies hold much short-time inadequately margined cattle paper.

"Our productive capacity remains high and we must still find a market for as much beef in 1955 as in 1954 and pork competition will be greater.

"We have not achieved 'full parity in the market place.' Here research and cost cutting is a promising approach, since competitive pricing helps maintain volume sales.

"Even though many new babies are born every day, it must be remembered they won't be big beef eaters until they are in their teens.

"We still have a big educational job in the 21-cent spread between commercial cows and prime steers.

"There is danger that current optimism may lead to withholding heifers for herd build-up, leading to problems two or three years hence.

"Formation of a National Beef Council is called for in our No. 1 resolution. Let me emphasize that this council will not supplant any activities now under way. It is intended to supplement the state and local activities which have proved their effectiveness so well. The council will include groups at the national level that are interested in beef, better to coordinate activities in behalf of beef. It will plan, initiate and carry on research, promotion and organizational activities in the interest of beef."

In mid-February in Chicago the first steps will be taken to form the Beef Council with invitations going to representatives of all branches of the beef cattle industry.

Permanent Role For Research Work

IN THE PAST SEVERAL YEARS we have seen two outstanding developments in cattlemen's interest. One is beef promotion, the other research.

A year ago a special research committee was set up in the American National association. At Reno in January that committee was made one of the standing committees. Research is essential to progress.

In his report of the first year's activity of that committee, Chairman Alan Rogers of Washington, said:

"We decided our basic job was to learn how to produce that pound of



The National CowBelles' new officers. (l. to r.) Mrs. Jack Dinwiddie, Centennial, Wyo., secretary-treasurer; Mrs. Tom Field, Gunnison, Colo., vice-president; Mrs. Joe Watt, Moorcroft, Wyo., president; Mrs. Fred Dressler, Gardnerville, Nev., vice-president; Mrs. R. C. Larson, Kimberly, Ida., vice-president.



Junior Cattlemen's officers for 1955. Front (l. to r.) Ralph Jones, Midland, S. D., secretary; Paul Painter, Ladner, S. D., vice-president; Donald Ham, Piedmont, S. D., president; Joe Lane, Willcox, Ariz., first vice-president. Back (l. to r.) George Cross, Douglas, Wyo., treasurer; Tom O'Neil, Big Piney, Wyo., vice-president; Everett Bowman, Safford, Ariz., historian.



The roving camera picks up some of the little groups that gathered from time to time in the convention hotel lobbies. (l. to r.) Earl Adrian, White River, S. D.; Ralph Miracle, Montana association secretary, Helena; Louie Horrell, Globe, Ariz. (in back). Then, "Cap" A. T. McDannald, Houston, Tex., with Paul Swaffar, secretary of the American Hereford Association.



At the Reno meeting. (L. to r.) Donald Bartlett, Como, Miss.; Hugh Bennett, Colorado Springs, Colo.; Joe Pankey, Truth or Consequences, N. M., and Lewis E. Edmundson, Walsenburg, Colo.

beef cheaper and to make that knowledge available to our industry.

"We need to know where to go for help in our problems. We need to correlate the efforts of research workers and to get the results out into the field where they can be put to work. We need to pinpoint the problems of our industry and to know what is being done to solve them.

"We divided our approach as follows: Production efficiency, with George Ellis of New Mexico, subchairman; listing of research projects—Joe Oliver of Oregon, subchairman; feeding methods—John Guthrie of California, subchairman; and evaluation of

cattle characteristics—Roy Houck of South Dakota, subchairman.

"A questionnaire sent out on production efficiency showed that 86.5 per cent replying were commercial operators and 13.5 purebred breeders; breeders practicing crossbreeding 7.5 per cent; those breeding yearling heifers numbered 75 per cent, which shows a growing trend; average calf crop 83.7, not including dairy cows; age cows culled 9.8 years and average bull used 3.9 years; 63 per cent got no information recently from state extension service on performance testing; 87.7 per cent would buy performance tested bulls (9.8 stated they would not use

such bulls and 2.5 that they are using them); 88.2 per cent listed disease as No. 1 problem, 39.4 performance testing, 19 dwarfism, 17.8 beef promotion. Under disease, urinary calculi and pink eye topped the list.

"In our listing-of-research-projects division there will soon be available for cattlemen a list showing where they can get information on many disease, nutrition and production problems. It is our purpose here also to see if there is duplication of effort.

"Concerning feeding methods, Mr. Guthrie does not feel that we have 'anywhere near reached our goal in the feeding of beef cattle and there is a terrific gap between research and extension. We have asked for help in compilation of methods of feeding but our request was not looked on with favor by the department. It appears, if we don't get better cooperation between research, extension and feeders we had better ask the agricultural press to take even a more active part.'

"In the cattle characteristics category, Mr. Houck reports: 'There are still many questions unanswered about dwarfs. Their origin has not been determined and identification of carriers as yet can only be determined by testing. The encouraging thing is that, with proper application of the testing program the dwarf problem has been controlled and eliminated from many herds. There seems to be reluctance on the part of research people to release their findings.'

"In the range improvement part of our inquiry we are trying to discover if the range research now current is practical or whether it is of the theoretical variety. Rotation grazing, stocking rates, fertilization, water development and reseeding is of concern to us. We believe the studies on such management practices will be of interest to our industry, especially if they can be guided along practical lines."

SECRETARIES TALK SHOP AT SPECIAL BREAKFAST

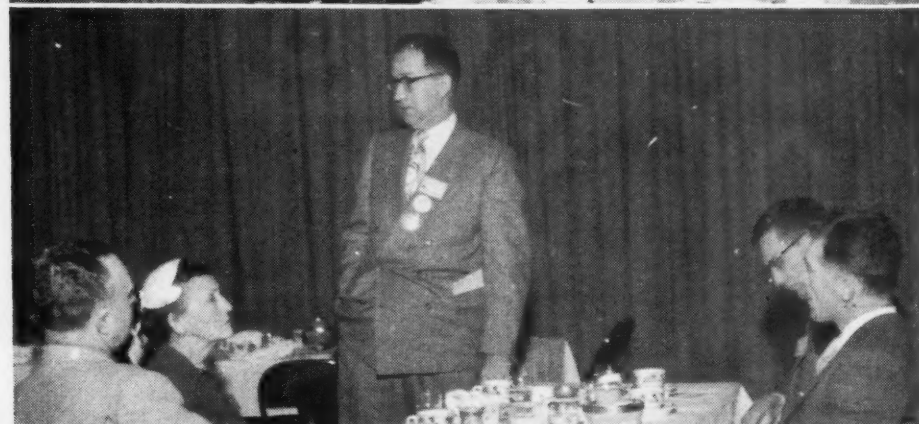
Follow the eye from left to right for identification of these faces around the table; the occasion is the state secretaries' breakfast at Reno: Calvin L. Blaine, the National's assistant traffic manager, Phoenix, Ariz.; Jack R. Houser, Oklahoma; E. Ham Wilson, Alabama; W. M. Rasmussen, South Dakota; Robert D. Hanesworth, Wyoming; Horace H. Henning, New Mexico.

Fred H. Snook, secretary of Lemhi County Cattle Assn., Idaho; Mrs. J. M. Keith, Arizona; Leon L. Weeks, Idaho; A. G. Pickett, Kansas; Sam C. McMullen, Nevada.

Robert Howard, Nebraska; Paul F. Newell, Mississippi; F. E. Mollin, National secretary, Denver; Ralph Miracle, Montana; Ed Coles, Oregon.

E. S. Crawford, Utah; A. P. Parham, Louisiana; R. M. Miller, North Dakota; Dave Rice, Colorado.

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BLDG. FUND HONOR ROLL

Continuing the listing of names which will appear on the American National plaque, of contributors who made the new Denver headquarters possible.

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Crow Creek Ranch,
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Sinton & Brown Co.
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STATE PRESIDENTS AT ANNUAL BREAKFAST

These men attended the breakfast given for state association presidents at the National convention: (l. to r.) Harry Blair, South Dakota; J. Wells Robins, Utah; Harvey McDougal, California.

J. W. Birney, Kansas; Max Cohn, former Idaho president; T. W. Athey, Jr., first vice-president in Alabama.

Clifford Hansen, Wyoming; Bern R. Coulter, Nebraska; Francis Murphy, Colorado; W. M. Fancher, Washington.

Brooks J. Keogh, North Dakota; Van Ness Wallentine, Idaho; J. B. Smith, Oklahoma.

Steve Bixby, Arizona; J. S. Culbertson, New Mexico; Dan Fulton, Montana; J. C. Cecil, Oregon; N. H. Dekle, Louisiana.

Mutual Problems Of Grower & Feeder

(Excerpts from a talk by Harvey A. McDougal, Rio Vista, Calif., before the 58th annual meeting of the American National in Reno, Nev., Jan. 11.)



Harvey McDougal

ARE THE PRODUCING AND FEED-
ing operations so different that they do not have common problems? Let me list a few: Beef promotion, marketing, shipping rates, brand inspection, animal health, open feeder heifers, quality, numbers, taxes, tariffs, importation, by-products, support prices, weather, employment, beef grading and market news reporting. These certainly are important to some degree to anyone in any phase of the cattle business.

It is impossible to talk about any one end of the business without overlapping into some other part, and that is as it should be, for it is an intricate business and takes lots of planning and years of experience to be successful in livestock raising and feeding. To be a success, one has to be a fair engineer, agronomist, veterinary, economist, politician and above all it helps to have more sense than the cow does.

The American National Cattle-men's Association has several standing committees that are doing a wonderful job for the industry. A good example is your tax committee.

Beef grading, revised a few years ago, was sponsored by the American National. Some in the industry feel that some further changes should be considered.

As for shipping rates, you are represented by the most able traffic attorney in America, and your freight bills should be sent to him for audit. There is no charge for this service unless he secures a refund for you.

Your committee on sanitary regulations, I believe, has worked out means of stamping out brucellosis. Calfhood

vaccination and test and slaughter, as the committee has suggested, should in a few years show results equal to that in tuberculosis.

There is another disease becoming widespread and it is costing producers thousands of dollars a year. This is anaplasmosis. So far not too much research has developed ways of controlling it. It is hoped that the research center on Plum Island will help us solve some of our disease problems.

A good many of the lesser diseases such as pink eye, hoof rot, shipping fever and pneumonia can be at least partly controlled by good management practices both on the ranges and in the feedlots.

Right here maybe we should say just a word about bred heifers. It isn't a disease but it is about as costly to a feeder as a good many of the diseases. It is a pretty sad sight to a feeder to get a bunch of heifers about fat and then have them start calving. He not only has some death loss in calving fat heifers but takes a terrific beating on the ones that go to market. They will generally be graded lower in the beef as well as fall down in the yield 4 or 5 per cent compared with open heifers with the same degree of flesh. This again is mainly a management problem and can be controlled if the producer is so inclined.

On the matter of tariffs, our interests are being handled ably by your secretary. I believe it would be poor judgment on the part of the administration in Washington to push for the 15 per cent reduction on farm commodities under the Trade Agreement Act.

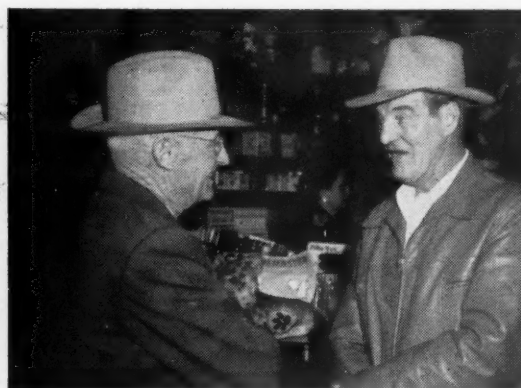
It is my belief—and I am sure most of you feel the same way—that all farmers would have been better off without supports of any kind than to have a surplus hanging over their heads as well as being stuck for added tax to help pay the cost of the program. Thousands of additional tons of grain could have been used for livestock feed if it had sold at prices in line with live cattle.

The reason I mentioned by-products is they make up about 12 per cent of the live weight of a fat bullock. As a result of the work done by land grant colleges, experimental stations and feed manufacturers, about 250 million pounds of tallow will be used as animal feed this year. Now if someone can come up with some new uses for hides, then more value will be added to the animal.

Again a management problem arises both on the part of the producer and feeder in the control of cattle grubs and how and where the brands are put on the animal. A hide with several grub holes in the back is practically worthless. The same is true of hides with large, heavy side brands.

At nearly every gathering of cattle people the subject of market news reporting is brought up. Generally the talk is that not a full enough description of the sales by grades is made or that not enough information on country sales is included. Most men in this service are trained at terminal markets and know livestock by grades, and if the producer or feeder would visit his market and familiarize himself with types and grades of market cattle, he would get more out of the report. And every producer can help in country sales reports by sending information on his own transactions to the nearest reporter. Unless one has someone keeping him fully posted, he had better take advantage of his commission man and have him do the selling or buying.

The other things mentioned—cattle numbers, weather, employment and beef promotion—should be considered together.



"Lobby delegates" from several states discuss convention happenings. In the customary l-to-r. order: C. K. Malone and Donald Bethune, both of Choteau, Mont.; Oren Boies former Nevada president, Contact, Nev.; Roy Bankoffier of

Fernley, current president; Sam C. Hyatt of Hyattville, Wyo., past president of the American National; Louis Bitton of Chilly, Ida., and Fenton R. Allred, Paris, Ida.

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I am not alarmed about cattle numbers if employment stays high and the drought is broken. With the increase in slaughter, it is expected there will be a slight drop in cattle numbers. The USDA is predicting a slaughter in 1955 equal to the past year's. The latest figures from the Department of Health are that there were 4 million babies born last year. With the increase in population and beef consumption at the same rate as 1954, we will require a half million 1,000-pound additional steers each year to keep up.

But production is only half the job. Stockmen's associations have been putting on a big beef campaign. They

have built up more good-will than has ever been done by the cattle industry before. A good example of the National's work was the hook-up made with the vegetable people on the beef-stew promotion program.

I should like to leave this thought for the producer and feedlot operator: Develop your ranges and pastures to the highest economical extent; learn cheaper ways of producing beef, for the competition, especially from poultry, is becoming terrific. We produce a product, healthful and liked by all people, and by working together we can hold our market.

Sales Promotion Program for Beef

(Excerpts from the talk by R. C. Pollock, consultant for the National Live Stock and Meat Board, at the Reno convention of the American National Cattlemen's Association.)



R. C. Pollock

IT WAS ABOUT 34 YEARS AGO that the American National recommended that an organization should be formed which included all branches of the industry — livestock growers and feeders, livestock market men, meat packers and meat retailers—that the organization should champion the cause of meat. It was stated at the first annual meeting of the board that "we are growing and feeding cattle, but we don't know what's under the hide. We need to know something about the quality and palatability of the meat that we are producing. . . . We need a lot of research. When we get the facts we can promote and advertise our product."

In a nation-wide survey embracing 120,085 consumers including men and women, it was found that 7 per cent like their beef rare, 37 per cent expressed themselves for medium and 56 per cent for well done.

In the spring of '54, 6,100 housewives were asked, "Do you consider meat

higher, about the same or lower in price than other foods which you buy for your family?" Answers: Higher, 38.9 per cent; About the same, 49 per cent; Lower, 12.1 per cent.

Yes, it's true that beef occupies an outstanding position among foods, yet it is one of the most challenging problems of Mrs. Housewife, who actually makes 87.4 per cent of the meat purchases for the family.

Research at colleges, universities and medical centers reveal that beef is beneficial in the diet of expectant mothers, that infants at six weeks of age need meat, that legumes and cereals cannot replace beef and other meats in the diets of children, that teen-agers 13 to 19 years of age need more meat and other high quality protein foods than their parents, that beef and other meats in liberal quantities are beneficial to the health of adults and senior citizens.

In planning any nation-wide beef sales promotion there are the various

segments of our population to which we must give serious consideration. There are possibly some in this audience who feel that reducing with beef is one of the important approaches. Others may feel that the teen-ager demands major consideration because of the fact that their minds are more open to suggestion. Should we direct the promotion to men and women alike when the women are the principal purchasers of meat for the family?

A doctor in Chicago recently said that in light of recent findings, great emphasis should be placed on the importance of high quality protein in the diet of expectant mothers. Well, how many pregnant women are there in the United States at the present time? Statistics report over 3,500,000.

In view of the fact that 11,232 babies are born each day, how important is it that we promote the fact that babies need beef in their diets at six weeks of age.

About 4,825 new brides are entering retail markets today, or 1,500,000 during the year, to make their first meat purchases for their homes. Pity them when their mothers can name less than 15 beef cuts out of a possible 65.

There are about 32,576,000 people past 50 in the United States. Will these senior citizens eat more beef when advised that beef will add years to their life and life to their years?

According to the American Medical Association, some 25 per cent of our adult population are overweight, a condition which can impair their health. The virtues of lean beef in weight control are well known. How much emphasis should be placed on it?

How important is it that we direct our beef advertising to the 47 million homemakers who select the meat and prepare it for the family? About 36 per cent of these homemakers say the selection of meat for the family is their most difficult problem, while 63.9 per cent say it is the cooking.

Getting back to the teen-agers, especially the girls who are the poorest fed members of the American family. There are 15,261,000 boys and girls be-



Junior American National Cattlemen, pictured at one of their meetings in Reno.

tween 13 and 19 who need more protein daily than their fathers and mothers. Do they know the value of beef for protein?

About 164 million people sat down to breakfast this morning. Outside of bacon and sausage, what's been done to promote other kinds of meat for breakfast—breakfast beef, steaks, ground beef and chipped beef.

In any well-rounded promotion by the National Beef Foundation, the foregoing points are only a few of those which must be given careful consideration.

Time will not permit an elaboration on the virtues of beef. The only questions in our minds as of this date are: (1) Have we been asleep at the switch as cattlemen in promoting beef? The answer is No. (2) Have we been as active as we should be in beef promotion? Yes and no. The only reason for tossing in "no" is that we must not become self-satisfied. (3) Should we as cattlemen go all-out in support of beef promotion and advertising? There's no question as to the value of such a program.

The facts are that during the past two years the American National and its affiliated state associations have assumed leadership in beef promotion as never before. You have enlisted the help of other branches of the industry, the cooperation of the press, radio and television, and through these mediums have reached literally millions of people with the story of beef.

The power of women can never be minimized. I'm thinking of the Cow-Belles. I want to leave one thought with you cattlemen, which is to the effect that the women of this great beef cattle industry can be counted upon as leaders and not followers in any beef promotion program.

To put over a successful beef push requires leadership, initiative, imagination, creative ideas and the ability

to mobilize the industry and other interests on the beef team. You of the American National and the state associations have demonstrated these qualities to the nth degree.

Beef from the ranch and feedlots to the consumer's table passes through many hands. The success of any one branch of this industry depends upon the other. We rise or fall together, so why shouldn't all branches of this industry join hands in the push for beef?

Upon the request of President Taylor, speaking for your board of directors, Secretary of Agriculture Benson said, "We will put the support of the department back of this movement," and as a result, 64 field men and women—meat copy writers, radio and television commentators, meat merchandisers, working out of Chicago, San Francisco, Dallas, Atlanta, New York City and Washington, D. C.—covered the nation in the interest of the plentiful beef supply.

The National Association of Food Chains, retail grocers, independent retail meat dealers, hotel and restaurant organizations and many others joined wholeheartedly in the beef promotion program.

I want especially to mention the grand job done by the chain stores through the columns of their food magazines.

The American Meat Institute and the Western States Meat Packers gave wholehearted cooperation.

Radio and television responded in this self-help program to promote beef.

The market reporters and hundreds of other radio commentators picked up the story for beef and sent it out through the air waves.

Food copy writers of the metropolitan press, semi-weekly and weekly newspapers, the food editors of women's magazines joined with you in pushing your product.

Trade magazines in the hotel, restaurant and institutional field featured beef in quantity servings, as did some of the railroads.

True, the Meat Board actively participated in this endeavor, but the facts remain that the cattle interests, through the American National, spark-plugged this movement at the national level. Then the state associations carried on at the local level and engendered enthusiasm and action for beef as never before.

It was not just a coincidence that President Eisenhower served a beef stew luncheon at the Cherry Hills Country Club in Denver with representatives of the press, radio, television and wire services of the nation in attendance. To say that beef stew was glorified on this occasion is putting it mildly. President Eisenhower's beef stew was publicized throughout the land.

It wasn't just a coincidence that the beef tonnage of 1953, 28.8 per cent higher than in 1952, moved through the packinghouse coolers and over the retail counters in a smooth, orderly manner without bankrupting the beef cattle industry.

An industry without political design, with confidence in its product, with the desire and initiative to help itself and serve the public has established a precedent which is the envy of all other food interests. The team work developed was worth millions.

It's the opinion of your committee that if we are to conduct a nationwide sales promotion advertising program for beef, there must be a justification for the expenditure . . . that the program should be set up on a five-year basis . . . that the cost will approximate from two to five million dollars per year, depending upon the completeness of the coverage and the channels to be used.

Don't let anyone sell you short on what has been accomplished in stimulating the demand for beef, and by all means continue your program, broaden and expand your efforts, and develop such other media as you deem necessary to stabilize the industry and serve 164 million people—the consumers of your product—beef.

If it is decided that you should embark on an all-out advertising program, I would be one of the first to say that beef offers unlimited possibilities.

The subject matter for beef sales promotion and advertising copy is known. The information at hand is backed by years of painstaking experiments conducted by the industry and in leading colleges, universities and medical centers. The story of beef is a straight-forward message admirably suited for every medium known to advertising. Properly presented, the results should reflect a greater demand for our product.



Roy Bankofier, president of the Nevada association, left, is congratulating N. H. Dekle, Louisiana association president, right, on winning next year's convention for New Orleans. "You're smiling now, but wait till the 1,500 cattlemen descend on you next January," says Mr. Bankofier, who, along with Fred Dresler, Gardnerville, Nev., steered the Reno convention through its big success. National President Jay Taylor is in the center.



The Point of "No Return" (to you)

Sure, the carcasses a renderer hauls away bring in a few bucks, but the same number of dollars probably would have protected an average herd against *both* blackleg and malignant edema.

Each year countless animals end up at the rendering plant because they were vaccinated just against blackleg — *not* against malignant edema, a disease with virtually identical symptoms but caused by a different organism. That's why Cutter developed Blacklegol® "S"

You can easily protect against *both* of these "near twin" killers with just one 5 cc. dose of

Blacklegol "S". Your animals get long term immunity against blackleg *and* malignant edema at little more cost than blackleg vaccine alone. And Blacklegol "S" is Alhydrox®-fortified. Alhydrox, a Cutter exclusive, retains the vaccine in the animal's tissues longer, releasing it slowly to build peak immunities that hold even in the face of epidemic outbreaks.

Ask your Cutter Veterinary Supplier to reserve your Spring supply of Blacklegol "S". It's just that easy to avoid sending animals to the point of "no return."

Make doubly
sure with

Blacklegol "S"



CUTTER Laboratories
BERKELEY, CALIFORNIA

THE CATTLEMAN AND THE AMERICAN WAY

(Excerpts from the talk by Earl L. Butz, assistant secretary, USDA, before the American National Cattleman's Association Convention at Reno.)



Earl L. Butz

THE EARLY CATTLEMEN IN these parts were rough and ready men. They had to be. They asked no quarter and sought no favor other than the opportunity to work as free men in a free country, as they tamed the virgin resources of an undeveloped empire. The same spirit of independence and freedom which motivated those cattlemen a century ago beats as fiercely as ever in the heart of the American cattleman in 1955. Through the years the American cattleman has typified the American way. He continues today as a modern example of the American way at its best.

The American way holds the individual to be superior to the state, and not state above the individual. It believes the citizen should support his government, and not the government its citizen. It encourages a maximum amount of economic freedom for individual producers, consistent with the common good. It places major dependence upon relatively free markets and free economic institutions. It holds that ever-increasing and efficient production of goods and services by all our people is our best guarantee of a high living standard for everyone. It is based upon the premise that the end of production is consumption—not purposeless storage or senseless waste. It stresses that the individual citizen should always be the senior partner, and government the junior partner.

Your association leaders have taken

a constructive view relative to the long-time development of the beef industry. They have not centered their efforts on securing financial aid and price supports from the federal government. Indeed, they have resisted such programs.

The program of your industry and of your association has been a constructive one. Your slogan "EAT IT—DON'T STORE IT" has been a good one. It has produced results. It has taught people to eat more and more beef. It has developed a lasting market for your product.

In 1951 America had a per capita beef consumption of 55 pounds. In 1954 we consumed a record 79 pounds of beef per person. (The previous record was 73 pounds in 1909.) That's an increase of 43 per cent in 3 years. It is remarkable that so great an increase in per capita consumption could occur without more price deterioration than we actually experienced. This is due in large part to the effective merchandising programs of your association, of other livestock and meat organizations, and of government itself. Teamwork did the job.

Secretary Ezra Taft Benson asked me to express to all of you his personal appreciation and that of the USDA for the constructive leadership the officers and members of the American National Cattlemen's Association has exercised during the two years he had been secretary of agriculture.

You are all familiar with the record

of sharply increased cattle numbers during the last five years. Total cattle numbers increased from 76.8 million Jan. 1, 1949, to 94.7 million Jan. 1954. That was an increase of 23 per cent in five years. Indications are that the Jan. 1, 1955, figures will show a slight decrease from a year ago. The decrease will most likely be in steers and heifers, with the cow herd probably remaining about unchanged.

The cyclical expansion in numbers we have experienced since 1949 is primarily a response to the high prices for beef which accompanied the unprecedented post-war demand for beef. Large feed supplies and good weather made possible the rapid expansion in numbers.

Slaughter of cattle was reduced at first as the numbers cycle headed upward, due to withholding of many stock for addition to herds. Slaughter did not start upward until 1952. Then the rise became spectacular. In terms of total volume the 1954 production of beef was twice the total output in 1909 when the previous per capita consumption record was set.

Not only are the consumers of this country now enjoying a record diet of beef, but their total meat supply also is high. Consumption of all red meat jumped from 136 pounds per person in 1951 to 154 pounds in 1953, and in 1954 it was equally large. Per capita consumption of total red meats in 1953 and 1954 were at the highest rates since 1908. During the last couple of years per capita consumption of poultry and turkey meat was also at record levels.

Severe price declines accompanied the shift to a larger beef supply. For grass cattle the toboggan began in the fall of 1952; for fed cattle the worst break was early in 1953. There was some price recovery from late 1953 to December 1954, except for utility cows.

Largely as a result of lower prices in 1952 and 1953, the increase in cattle numbers slowed down. The price bloom of a couple of years previous had wilted. High cost producers and feeders were hard pressed. Some of the "drug-store cowboys" who had moved into the cattle business a couple of years earlier now began to look for greener pastures. As a result, total numbers probably turned down slightly during 1954 and may continue down slightly for another year or two.

Considerable stability returned to the cattle market in 1954. There was improvement over the depressed conditions of 1953, except for the drought-stricken areas in the southern states and certain regions of the West.

The past year, with modest price improvement over the year before, has seen a restoration of the spirit and the confidence of the beef industry. We are now reasonably certain that the United States economy can absorb a very high level of beef output—75 to near 80 pounds per

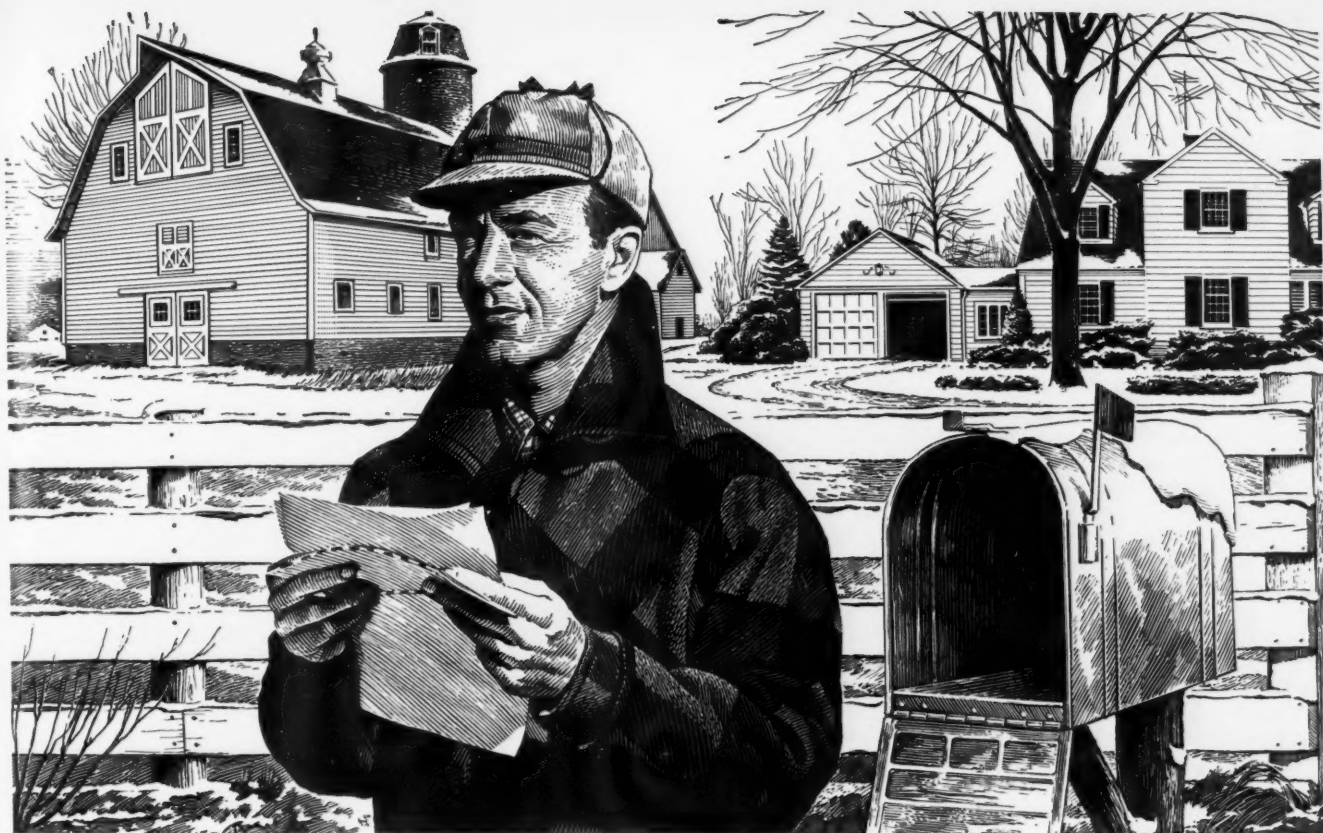
Idahoans At The National Convention



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Swift Reports On Its Services To Agriculture In '54

On the rural routes of America live the producers of our nation's food supply . . . along the city, town and village streets live the people who depend on the food that farmers and ranchers produce.

Most of these consumers aren't able to come directly to your farm or ranch . . . neither can the retail dealers. That's why companies such as Swift have a job to do . . . to process and distribute what you produce.

The services we perform help provide a market for your livestock and other

agricultural products. And, the better job we can do in selling and distributing our products, the better market we can provide for you. Consumers living a thousand miles or more from your farm or ranch, become your customers.

Every year we do business with millions of people, both producers and those who buy our products. Our total sales in 1954 amounted to \$2,510,804,805. Net profit was \$19,050,891. The report below shows what happened to the money received from sales.

You'll also notice that our earnings

per average dollar of sales were 8/10ths cent. This small profit was used in two ways . . . part was paid to the 65,000 shareholders, a good number of them farmers and ranchers . . . the remaining profit is being retained in the business for future needs.



A. L. BRUCKNER
TREASURER, SWIFT & COMPANY

Here's what happened to the Swift sales dollar

For all "raw materials"—from your farms and ranches, and other sources, we paid out \$1,838,648,919 last year. Only a small part of that money may be profit for producers, just as only a small part of Swift's total sales may be profit for us. From the average Swift sales dollar, we paid out for livestock and other agricultural products . . . **73.2 cents**

For labor in 1954 we paid out \$328,446,934. As in your business, labor costs are an important item with us. Swift's organization of 78,000 men and women processes and markets the products we buy from you. Out of the average sales dollar, during the year, Swift employees received . . . **13.1 cents**

For supplies we paid out last year \$125,225,094. This includes a wide variety of necessary items . . . fuel, electricity, containers, spices, sugar, salt (6 million dollars' worth of salt in a year), etc. The cost for supplies, per average sales dollar in 1954, was . . . **5 cents**

For transportation we paid out \$66,435,539 last year. Products must be moved—often great distances—to match the supply with demand. Our transportation costs per average Swift sales dollar, for the year 1954, amounted to . . . **2.6 cents**

For taxes—federal, state, local, including unemployment insurance and old age benefit taxes—we paid out last year \$33,234,696. Taxes are

a large part of our cost of doing business these days. Our total tax bill was actually greater than our net profit. Out of the average Swift sales dollar for 1954, taxes were . . . **1.3 cents**

For other expenses in 1954 we paid out \$99,762,732. These are necessary business costs not classified above . . . interest on borrowed money, depreciation, telephone and telegraph bills, rent and advertising. From the average Swift sales dollar, these costs were . . . **4 cents**

Net earnings in 1954 were \$19,050,891. This profit was used in two ways—for future business needs and dividends to shareholders. Net earnings, per the average Swift sales dollar for '54, were . . . **8/10 cent**

SWIFT & COMPANY • UNION STOCK YARDS • CHICAGO, ILLINOIS

February, 1955

person—without further declines or disastrously low levels of prices.

The most reasonable prospect for the immediate outlook is continuation of a relatively high level of cattle numbers and beef output. This assumes normal weather and no general depression.

Depending on various factors, cattle numbers might drop off no more than 2 or 3 million in the next couple of years, before starting their next upward phase of the cycle. Numbers will probably pass 100 million head sometime in the early 1960's. But this is no cause for alarm. With normal weather we can support a cattle population that large or larger. We have increased our efficiency of production for pastures, forage crops and grain feeds, as well as our efficiency of converting these feed-stuffs into beef. Further increases in efficiency lie ahead.

The amazing rate of our population growth emphasizes the need for increased production of beef in the longer run, provided employment and incomes stay high. Our population today approaches 164 million people. Reliable estimates place this figure around 185 million people in 1965, and well over 200 million people by 1975. If we have 185 million people by 1965, we will need between 100 and 105 million head of cattle to maintain per capita beef consumption near current rates. If we have only 200 million by 1975, we will need over 110 million head of cattle to maintain present per capita consumption rates.

Your association plans constructively for the future when you build your program around your slogan, "Eat It—Don't Store It."

The votes by America's housewives for beef are cast in the retail stores of America—not in the U. S. Department of Agriculture. If the great American cattle industry wants to continue its phenomenal expansion in the years ahead, and wants to continue being an example of the American way, it should see that the power of decision remains

to be exercised in the retail stores of America.

Beef is a high class and very desirable item in the diet. When consumer incomes are high, people tend to spend relatively more money on beef than on certain other types of food products. The outlook for your industry is therefore tied in closely with the economic outlook for the American economy.

Our country has been enjoying a period of relative economic stability during the past year. The widely advertised business readjustment of 1954 evidently reached its bottom about last July. The slow erosion of prices and business activity which had been in progress since shortly after the Korean boom halted then, and has turned up modestly. The upward course has been fairly steady, although not spectacular, for the past several months.

The year 1954 was the second biggest economically in the history of America. This was accomplished without war, with federal government expenditures down \$11 billion and federal taxes reduced \$7 billion. Truly the economic health of America is good.

Gross national production in 1955 will equal, probably exceed, the 1954 level of \$357 billion. It could even equal the record of \$365 billion in 1953. It is reliably predicted that our gross production will reach \$500 billion by 1965. This will mean an average increase of 20 per cent for each of us, above our present living standard.

American agriculture will share in the growth and prosperity ahead of us, to the extent it continues to apply science and technology to its production and merchandising.

A great adventure lies ahead for the American cattleman. A generation ago he pioneered on the geographical frontier. In the next generation he must pioneer on the frontier of science and merchandising.

We pledge the personnel and resources in the Department of Agriculture to work side by side with you in the common effort to tame the new frontiers that lie ahead.

North Dakotans at Reno



RE-SEARCH

DO WELL TOGETHER

When cattle, sheep and goats are grazed together they put on better gains than when grazed separately, says the Sonora experiment station. Tests were made on native grass pastures, some stocked, some moderate and some light. Under heavy grazing, average weight gain for each cow was 40 pounds, or a gain of 12.9 pounds per acre for cattle grazing alone, 14.6 pounds for cattle and goats together and 15.9 for a combination of all three. Similar results were shown for moderate and light grazing. Gains for sheep were about the same as for cattle.

FERTILIZING RANGELAND

At Guthrie, Okla., beef gains were boosted 58 per cent (from 84 to 133 pounds per acre) by fertilizing the native grasses on cleared virgin brushland pasture, and 54 per cent (from 52 to 80 pounds per acre) by fertilizing eroded range that had been reseeded to native grasses. Soil scientists of the Oklahoma experiment station, cooperating in the experiment, applied 300 pounds per acre of superphosphate drilled 4 inches deep once every three years, and 33 pounds of nitrogen each May.

SUPPLIES ALL STRAIN 19

Strain 19, the vaccine that protects cattle against brucellosis, was developed by USDA scientists in 1930. The Agricultural Research Center at Beltsville, Md., periodically supplies 30 nations with the cultures. In the United States colonies of the strain go every three months to the 20 commercial laboratories licensed to make Brucella vaccine. There is no known cure for brucellosis of cattle, but Strain 19 shares in the credit for reduction of the disease. In 1934 it affected 11.5 per cent of our dairy and beef cattle. In 1954 only 2.6 per cent were affected.

CUTS CAROTENE LOSS

Alfalfa growing green in the field abounds in carotene, which livestock convert into vitamin A. Yet when this alfalfa is cut, made into dry meal, and stored as feed, as much as 50 to 75 percent of the carotene combines with oxygen—and simply disappears. Agricultural Research, a USDA publication, says that scientists now believe the loss of this nutrient can be cut almost in half just by treating the alfalfa meal with a fat or oil. The oiling is done just before the dried, chopped alfalfa is made into meal.

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are still coming in. It is not too late
to get your name or the name of a
loved one on the permanent plaque
that will grace the walls. Come and
see us, too.

NATION'S LIVESTOCK AND OUR RESEARCH

(Excerpts from address of William Wood Prince, president of the Union Stock Yards and Transit Company of Chicago, at 58th annual convention of the American National in Reno.)



Wm. W. Prince

TECHNOLOGICAL DEVELOPMENT is based on research; the progress of our economy is built on research. There is approximately four billion dollars spent each year on research and development. Regrettably, I am afraid that some seventy per cent is supplied by government, though the work itself is carried out by industry, which employs 120,000 of the approximately 200,000 engineers and scientists in these fields. I regret to say that in the food industry there are only 3,000 of these.

The fundamental purpose of a stock yard is to provide a marketplace wherein the sellers and the buyers of live stock could appraise reliably the nation-wide supply and demand on any given day, so that they could determine the fair market value of the livestock.

At the time the Union Stock Yards of Chicago was organized in 1865 both the sellers and the buyers generally marketed their livestock at the private yards of the various railroads coming into Chicago. But they came to realize that at no one yard was there a suffi-

cient number of livestock to determine the true supply or a sufficient number of buyers to determine the true demand. Frequently, there would be a price differential between stock yards in the same city of 20 to 25 per cent. It therefore became wisdom to develop a central market. Even here, I may add, prices will fluctuate not only daily perhaps a dollar but even during the day this fluctuation might exist.

The second important function of a stock yard management is to see that there are an adequate number of well-trained and excellent commission men who have their pulse to the trade and are able to get that last quarter or fifty cents in their trading.

Nor do I forget that the practices of stock yard operations, particularly those revolving about the scales, are of prime importance. We know from our history and literature — from Chaucer for example—that whenever a value is determined on scales, "skulduggery" was possible, and I feel that more supervision of scale operations is possible in a central market than in any other form of marketing.

I do not, however, feel that the management of a stock yard company can rest at this point. Its income is derived from livestock. Therefore it owes it to the livestock world to place a portion of its income into a realm that will be of benefit to producers. And it is not just from duty's point but also from a selfish point of view, because a healthy livestock industry and an increasing turnover of livestock is naturally of benefit to the stock yard company. What realms are there in which we can so operate? I come back now to my subject of Research.

The first area into which we felt it was proper to delve was research into the marketing habits and practices of the feeders in the Corn Belt. We sponsored a program with the Iowa State College of Agriculture and the University of Illinois. We are now in the process of taking our eighth survey of nearly 600 farmers in Iowa and Illinois.

I think you may be interested in replies received on certain questions which reflected the attitude of the feeder in his purchases of feeder cattle. For example, in July of '53, when cattle were selling at about what they are now—perhaps, but not more than, \$1 per cwt. under the current price—we asked them:

"What margin do you think is necessary in order to break even when buying 500-lb. good feeder steers to feed out to choice slaughter steers?"

At that time we found that 32 per cent of the farmers wanted a margin of between \$4 and \$5. This would appear to make sense when you consider that for a 21-year average the Corn Belt feeder has received 120 per cent of the cost of his fed cattle. I would take the 21-year average as a standard of what was economically sound. While at current prices of feeding it costs, roughly in feed alone, \$25 per cwt. in the Corn Belt, or a feeder would want \$30 per cwt. for the 500 to 600 pounds put on in the feedlots; so if he received \$25 to \$26 per cwt. for his steer, he wants to have a margin of at least \$5 to protect his 120 per cent return.

While you well know how much investment capital it takes to maintain a cow and calf, you may not be aware of how much it takes a midwestern feeder who fattens the stockers and feeders he gets from you. It may come as a surprise to you to know that the average 220-acre northern Illinois cattle farm has a total capital investment, including land, machinery, buildings and livestock, of \$118,000, or over \$530 per acre.

On the average, he has about 45 per cent of the tillable soil, or, say, 90 acres in corn, and he will probably produce in a good year 6,000 bushels. With this he has to feed his hogs and chickens, as well as his livestock. It is no wonder, then, since the number

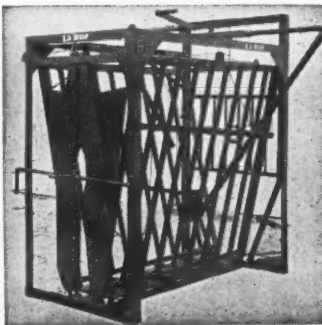
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of cattle a farmer can feed is limited, that he wants to have that margin of around \$5 to earn a return on his investment.

I think sometimes out West you are apt to feel that most of the cattle feeders buy a good deal of corn as well as grow it and therefore can handle a greater turnover than is indicated by my above statement. But our survey disclosed this fact:

That the farmers who feed out 150 to 200 animal units purchase less than 10 per cent in addition to the corn grown on their farms. And the feeder had to reach up into the 200 to 300 animal units before he purchased one-quarter of the amount consumed.

We have constantly on hand in the Stock Yards two or three loads of cattle on which we are experimenting with feeding formulas. I feel it would be of particular benefit if we could develop a way in which we could utilize products from the city areas which would enable us to feed cattle at the central market well and at a price which would allow the livestock seller to keep his cattle in the market place for several weeks at a time if he so chooses, and would then be in a better position to pick the time of marketing and perhaps avoid the troughs of price fluctuations.

We also have been doing some research in a field that could be of

benefit to you, though I must confess that so far we have had a signal failure. In eating hay cattle digest only 50 per cent of the available nutrients. Having had some knowledge of the work of bacteria and having followed the Purdue and Iowa experiments, I blithely concluded that we should develop a strain of bacteria with a high potency in digesting hay and, by thunder, we thought we had results only to find we never could repeat the experiment with success. It might amuse you to know around the yards they call this experiment "the boss's bugs."

A third field of research has to do with packinghouse processes and products. We decided first to shoot at the conventional refrigeration processes. We have now developed a refrigeration process which we call the "turbo-chill," which reduces packinghouse shrinkage to only a little over 1 per cent, and which enables the cooling of livestock to be done in less than 24 hours, down to shipping temperatures. This could well mean a savings of \$50 million dollars a year on shrinkage.

Regarding the reduction to shipping temperatures in a shorter period of time, this may aid in the problem which I know disturbs all livestock and packinghouse people, the two-day-

a-week cattle market. This two-day-a-week cattle market has developed because of the transportation arrangements for eastern shipments, and because of long habits. When we recognize that some 45 per cent of the cattle sold on the Chicago market go east on the hoof, you can well recognize the significance of the buying power in our market on Mondays and Wednesdays. The packinghouse industry is one of high volume and rapid turnover and, therefore, every day the packinghouse has to hold its inventory there is incurred an interest charge on the money borrowed to carry that inventory.

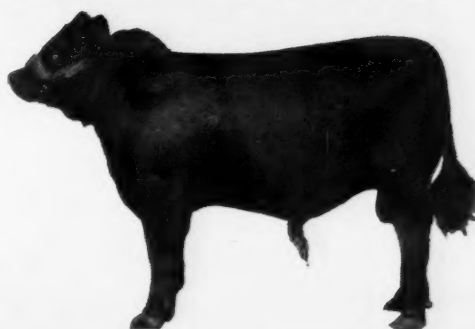
Therefore, it is only natural that the eastern slaughterers gear their buying so that they will not have to hold cattle over the days of light consumer purchases in the grocery stores and butcher shops.

We are doing research on developing the turbo-chill refrigeration process so that the warm carcass direct from the killing line can be loaded into the refrigerator car or truck to be chilled enroute, which would eliminate a full day's inventory carry-over and would enable the packers to spread out their buying on a more even basis.

However, most packing companies determine a week's buy beforehand and, therefore, I do not believe the two-day-a-week market price-wise is

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as serious as on the face of it it might appear to be. And, there would be a better chance for both the livestock producer and buyer to more accurately judge the supply at any given time if it were spread over several days of the week.

We also have one of the leading fats and oil research scientists working on the problems of upgrading tallows and greases. There is a great need of much more research on the values of your natural products, such as hides, wool, hair, tallows and greases, so that they may take a more aggressive position in their race with their synthetic rivals.

Research is also needed to enlarge markets. You producers have done a magnificent job in the promotion of beef, and it has been necessary promotional work.

We must never stop selling and selling hard our products. We must seek not only new products, but new markets, for I believe the time is soon coming, when our massive corn crop, which has led in instances to surpluses, will appear small compared with the size of crops to come. And, I believe that the cattle cycle as we have known it in the past will flatten out, leading to a more regular increase in numbers.

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The Market Picture

WITH ATTENTION FOCUSED UP- on fed cattle more than any other class at this season of the year trade continued to carry a firm undertone. Likewise, the limited volume of stocker and feeder cattle changing hands reflected a healthy tone. Slaughter cows currently had failed to come out of their price slump, but excessive marketings in this class were expected to level off shortly with some resulting recovery.

With the exception of the West Coast, where numbers on feed are up sharply from last year, beef trade carried a healthy undertone and consumption of beef continued to be of record proportions. The practice of short-term feeding was so prevalent that high choice and prime beef was short of requirements and some rather sharp price gains occurred in this category.

Compared with a year ago, prime steer beef at eastern centers was bringing \$4 to \$5 more, and the extreme top at Chicago on prime beef was nearly \$8 over last year. Lower grades of steer beef ranged all the way from \$1 to \$4 above last year, the tendency being for commercial grade to show very little upturn.

This follows in line with the poor condition of the dressed cow market which reflected no improvement over last year, and in fact, in some cases was as much as \$1 to \$2 under a year ago.

The unusual situation on the West Coast of large numbers reflected an entirely opposite pattern, as steer beef in some cases was selling as much as \$1 or more under a year ago and some cow beef as much as \$3 or more under. Average cost of beef steers at Chicago reflect the same trend noted in the dressed market.

Prime steers are costing nearly \$4 per cwt. more than a year ago, choice grade about \$2 higher, good grade \$1.50 higher, commercial about 50 cents higher and utility about even with a year ago.

Thus, it is obvious that packers are willing to pay a definite premium for prime cattle—much more so than a year ago. The direct opposite pattern of relatively low cow beef prices further indicates that consumers have the purchasing power to pass up cheaper cuts of beef and demand top grades.

The cattle feeding survey released in January reported an 8 per cent increase in numbers on feed as of Jan. 1. A study of the increase reveals that the Corn Belt is actually up only 4 per cent and that sharp increases are noted in some of the western states. California jumped 33 per cent to a record number of

467,000 head, while Arizona showed a spectacular increase of 69 per cent. Thus the central and eastern part of the country remained in a rather strong position compared with the West, which is a direct opposite to the long-term pattern.

Further analyzing the report, we find that potential tonnage per head should continue to run lighter. In the first place, the numbers of heifers on feed are up as much as 5 per cent, producing much lighter beef carcasses. Secondly, the number on feed less than three months increased from 78 per cent of the total last year to 80 per cent of the total this year. Longfed cattle, on feed more than six months made up only 2 per cent of the total.

Not included in the Corn Belt counts are apparently a considerable volume of calves which were on pasture or roughage and not yet placed on feed. This follows a pattern which has been shaping up in recent years, where calves are roughed through the winter, placed on a grain and grass feeding program through the summer and finished in late fall or early winter.

Such finished cattle reach the market at a time of year when grainfed cattle are generally in pretty good demand, with much of the gain having been put on at a reasonable cost. Such a practice during a period of large cattle population also tends to create orderly marketing and a leveling of the curve of price fluctuations on grainfed cattle late in the year.

Demand continues good for the limited volume of replacement cattle available at this time of year. Good and choice yearling steers have moved readily at \$19 to \$21.50, with high quality yearling steers upward to \$23 and some fleshy two-year old steers, wintered on hay and cake, suitable for short term feeding also reaching the \$23 mark.

In the Southwest, and particularly



By Bill Paulson

"Count your blessings, dear. In Russia we'd be taking in brain-washings!"

AMERICAN CATTLE PRODUCER

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in Texas, trade has been active for delivery of yearlings and calves off wheat in the next couple of months, with some high quality steer calves contracted as high as \$25, the heifer end \$22. Other sales of steer calves of choice quality have been reported at \$20 to \$23 with heifers \$18 to \$20.

In California, feeder steers to be delivered off grass in April were contracted at \$21, with some grass fat steers reported for late spring and early summer delivery at \$22. One string of Nevada yearling steers was reported contracted for next September delivery at \$19.25.

Current sales of yearling heifers were reported at \$16 to \$18, some fleshy feeder heifers in the Southwest off wheat pasture as high as \$20, these bought for short-term feeding. Medium to good stock cows have brought \$9 to \$12 per cwt., quite a volume around \$10.

Current grainfed cattle prices show a rather wide variation. Choice fed steers through the Midwest were bringing \$25 to \$29, with a moderate volume of choice to prime \$30 to \$33, several loads making \$34 to \$36 in Chicago, the latter price highest in two years. Good grades were bringing \$20 to \$24 in the same area.

On the West Coast, good and choice fed steers were bringing \$22 to \$24.50, very little reaching \$25. Good and choice heifers in the Midwest brought \$18 to \$26, some prime reaching \$30 at Chicago.

Beef cows bulked around \$9.50 to \$12, a few young cows reaching \$13 to \$14 at some points. Cannery and cutters ranged \$7.50 to \$9.50 in most areas. —C. W.



It can be prepared in numerous ways; it is a great nerve builder as well as a wonderful body builder, without adding pounds. We eat beef in some form almost daily, and I would like to say that with the aid of it and vegetables I lost 54 pounds of weight two years ago; I have kept those pounds away, and maintained better health by eating wonderful, satisfying beef regularly.

More power to the ranchers and farmers who supply us our beef. I just couldn't be without it. Must run now and get my beef roast under way for tonight's dinner!—Mrs. Frank G. Ingalls (a housewife), El Paso County, Colo.

JUST ENOUGH—We have had a very nice winter—a little cold weather and just enough snow to make it healthy for stock. We enjoy the Producer.—Lettie Uhlman Kellogg and Son, McKenzie County, N. D.

February, 1955

ASSN. NOTES

Montana's Inter-County Livestock Association met recently at Helena. The group is comprised of members from Lewis and Clark, Powell and Broadwater counties. Its officers are Edgar Brown, East Helena, president; Bob Miles, Helena, vice-president; Emil Ritter, Wolf Creek, secretary. A motion was offered to hire a full-time

stock inspector. A guest speaker was Paul Wylie, head of the Meagher County association.

* * *

The annual meeting of Montana's Sheridan County Stockmen's Association was held at Plentywood recently, with more than 55 members in attendance. Officers elected for the coming year include Magnus Aasheim, president and O. E. Wang, vice-president. A brucellosis control committee was set up to help organize vaccination of all calves.

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HEREFORDS

BEEF—Across The Country

Millions of Americans will get the full story on meat through a new television series titled "Meat—The New Look," which is a project of the National Live Stock and Meat Board. The series started Feb. 8 over Station WSM-TV, Nashville, Tenn., and moves from there through about 40 television stations over the country.

The Union Pacific Railroad is making prime ribs of beef its special menu feature on dining cars and in hotels during February. Last December the steak special was the feature meat of the month. The railroad serves more than 12 million meals a year in its 100 or more dining cars and in Sun Valley and Utah parks.

"Mellorine" is providing a new and promising market for beef fats. It is a frozen desert, closely resembling ice cream. First important sales of the product were made in Texas. Mellorine can be made from meat fats, vegetable fats or a blend of fats. At present 11 states permit its manufacture and sale . . . Mellorine was served with a beef stew dinner at the American National convention in Reno last month. Another relatively new product,

furnished and flown to Reno by the Denver Wholesale Meat Co., was beef sausage served at a number of special breakfasts.

Jackson Packing Co., Jackson, Miss., is credited with putting on one of the most intensive advertising campaigns ever launched by a medium-sized packer by using large-space ads and small teaser ads in newspapers as well as radio and television announcements and shows.

An all-beef sausage has been placed on the market by Armour and Co. It is packed in 1-pound cellophane-wrapped rolls. As with the sliced breakfast beef introduced by the company last spring, the beef sausage is expected to find a ready market. . . . The company also recently started marketing three new "convenient" consumer-packaged frozen beef items under the names of buttered beef steaks, cheeseburgers and beef grill steaks with barbecue sauce.

A beef merchandising program developed through cooperation of the American Meat Institute and Collier's magazine featured "thrifty meats" in the form of a pot roast and a list of actual markets featuring the cut in the January 21 issue. Collier's also prepared a merchandising kit which it sent to retail markets throughout the country.

The Texas Beef Council announced recently it had a thousand paid-up producer members on the books as the year began. "Considering that we didn't start the membership drive until the middle of November, we think we're off to a fine start," Roy Parks, Midland, president, said. First membership solicitation was for associate members among banks, feed mills and other allied industries, and in mid-November the drive for active members commenced.

Tax Levies And Spending

By A. F. VASS

TAXES HAVE ALWAYS BEEN AN important, disturbing and unpopular subject in the older countries and one reason new regions are settled has been to escape the heavy tax burdens in the home country. As countries grow older they seem to enter into more conflicts, have greater expenses and levy higher taxes.

Taxes are of greater importance and of more vital interest to us today than they were prior to the so-called World Wars. They have far outstripped all other forms of national growth since 1916. Population has increased 57 per cent in the past 38 years, national income 584 per cent and taxes 3,044 per cent. Taxes per capita have increased from about \$26 in 1916 to \$526 in 1953. They took approximately 6 per cent of the income in 1916 and 27.5 in 1953.

Questions often asked are: Why are there not sufficient funds to carry on in a satisfactory manner the local units of government? Why are our local police and fire departments often underpaid and understaffed? Why must our towns and cities continually be searching for new sources of income? Why are they forced to rely more and more on fines, licenses, and contributions to keep their programs going, when the average total tax per person has made the great increase mentioned above?

The answer is shown on the 1916-55 chart, "Federal, State and Local Tax Revenues." The scale on the left shows the "dollars per capita tax revenue." Starting in 1916 the local units of government received 59.4 per cent of total tax revenue, the federal government 26.8 per cent and the states 13.8. About

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three-fifths of all tax revenues were under local supervision—the people having the say of their levy and collection; one-seventh was under state, and one-fourth under federal, where the people had no direct say.

Today the local units of government that formerly received three-fifths of all taxes now receive one-eighth, the states about one-eighth and the federal government, that formerly received one-seventh, now levies and collects about three-fourths of all tax funds. A small percentage of federal funds is returned to the states.

The black area on the figure shows the change that has taken place. Local taxes per capita have increased from \$15.40 in 1916 to \$61.38 in 1953, or 3.9 times. State taxes have increased from \$3.57 per capita to \$65.89 or 18.5 times, and federal taxes from \$6.94 per capita to \$391.60, or 56.4 times the amount of tax per capita in 1916.

The line represented by stars and the column of numbers on the right of the chart show the national debt in billions of dollars. It is interesting to note that regardless of the greatly increased federal taxes they have not been sufficient to meet federal expenditures.

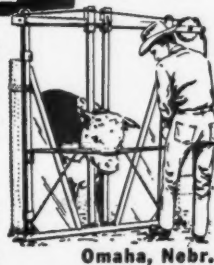
Before World War I the national debt was relatively unimportant, reaching only \$2.5 billion at the end of the Civil War. It dropped to nearly \$1 billion where it remained until the beginning of World War I. That put it up to \$25.5 billion by 1919. It then declined for 12 years. In 1931 it turned upward from \$17 billion to \$49 billion by 1941. With the opening of World War II it increased to \$270 billion by 1946, dropped slightly during the following three years and then increased to about \$275 billion (the congressional debt limit) until the 83rd Congress raised it another \$6 billion.

The present national debt averages about \$7,641 per family of 4.5 persons in the United States. The present annual tax revenue in one form or another averages about \$2,334 per family. Full employment seems to be associated with what many consider favorable economic conditions in a nation, regardless of whether they are employed at producing consumer goods or goods for destruction.

FARNAM CHUTE GATE

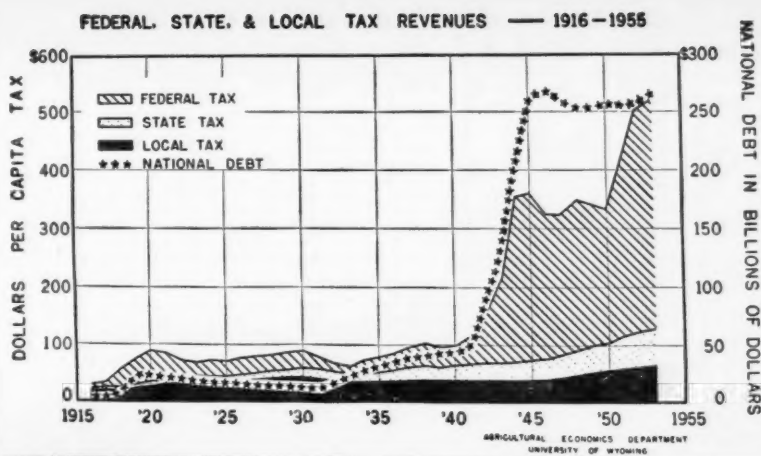
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A TWO-COUNTRY REPORT

By EMIL ZUBRYN

WITH THE LIFTING OF THE 19-month ban on imports of Mexican live cattle by the United States, shipments from northern ranches have begun. The Mexican press has reported optimistically that around 500,000 head will cross the border, bringing in U. S. dollars. However, the department of national economy, in a more realistic statement, indicated that top figure may be 300,000, if that.

Exports will not be permitted to the detriment of internal needs, and the chronic meat shortages of the capital and other sections of the republic are now being studied by official commissions. There are plans to move cattle from Sonora, Coahuila, Chihuahua, Nuevo Leon and Tamaulipas to slaughterhouses in central and southern parts of the republic.

It has been noticed that some cattlemen in the northern states, especially the large operations, are not too eager to export cattle on the hoof. A clear preference for export of packed meat to the United States and Europe has been noted.

More advanced cattle ranchers, with financial backing from private and official banks, have been fattening their herds with concentrates and special feeds which have made possible dressed and packed meat pro-

(Following the Jan. 1 reopening of the border between the United States and Mexico, there is considerable interest among beef producers of this country in the cattle import situation. Recognizing the importance of the subject at this time, the PRODUCER presents the following two stories, emanating from the opposite sides of the border. Mr. Jensen writes from Arizona; while information for Mr. Zubryn's article was obtained by him in Mexico, where he resides.)

ducts of "supreme" quality, with this bringing premium prices in foreign markets. The special fattening procedures have required extra work, installations and purchase of feeds, with all this increasing overhead costs. But prices for packed "supreme" products more than compensate for the heavier investments, and more and more of Mexico's cattlemen are looking into this phase of operations.

The supreme grade packed meats are specially prepared for butchers and other outlets, including restaurants. Reports from the northern ranges indicate that foreign demand is good and that "an important part of Mexico's export quotas will be of packed and frozen meats for diversified uses."

Meanwhile, the opening of the border to movement of live cattle has been hailed by the press and officialdom as "a triumph of cooperation between the United States and Mexico."

The border had been open for only a short time after the first embargo when a new hoof-and-mouth disease outbreak in May 1953 caused a shutdown again. The Mexican-American Aftosa Commission went into swift action to control the spread of the disease which was limited to a small area around Gutierrez Zamora in the state of Veracruz. This was by no means a major epidemic such as that of 1946 which took five years to stamp out after it had spread to 16 states.

Ban on imports of Mexican live cattle was imposed again automatically under the existing U. S. law on May 23, 1953, following reports of the outbreak in the northern part of the state of Veracruz. The disease was contained in a 56,000-hectare area and involved herds totaling only 14,000 head.

The Mexican Department of Agriculture immediately imposed quarantine measures and set up a military cordon around the area. Later, with U. S. aid, a 46-mile fence was constructed to prevent movement of livestock out of the disease area. Soldiers were stationed at 100-yard intervals around the entire perimeter of the



The Mexican cowboys at the corrals in Sasabe, Ariz., drive the herds 100 miles in 10 days across the open Sonora range. So far this month, 3,680 such whitefaces have entered through Arizona ports.

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area, with strict patrols maintained. Disinfecting stations were set up and all livestock in a 50-kilometer square (32 miles) were vaccinated.

Personnel fighting the latest outbreak totaled 2,580 persons and examinations were made in 10 district sectors of the affected area, with 11,673,706 tests made. Special vehicles, 150 in number, sprayed 1,500 tons of disinfectants in the region.

Preventive measures included clinical diagnosis and laboratory tests, isolation and quarantine of suspected cattle, slaughter of infected livestock, disinfection of corrals, stables and watering troughs, daily inspection of herds, vaccination of cattle in surrounding areas outside the affected zone, controls on all movements of animals and livestock products, placing of test animals and examination of wild animals in the region as well as serological measures.

Mexican-U. S. experts set up a laboratory to produce serum and sponsored establishment of a packing plant in Gutierrez Zamora to relieve economic problems raised by the outbreak.

When the disease was brought under control and final inspections made, 6,000 test animals were distributed as a final check. These will remain in the zone for another three months before being removed.

The Mexican Department of Agriculture, in an official statement, said that the "success in the localized campaign has been achieved through the cooperation of livestock unions and cattle raisers in the affected region who demonstrated their high patriotic spirit. As on other occasions, the na-

tional army offered its valuable and decided cooperation in order to achieve success.

"The campaign against the aftosa fever set a precedent in cooperation between Mexico and the United States, which joined forces to solve a common problem."

The control measures, efficient and prompt, were the outcome of experience gained in the major hoof-and-mouth outbreak in December, 1946. Within 45 days the disease spread to 16 states and covered an area of 142,500,000 acres and some 17 million head of cattle. Five years were required to eradicate the disease and the U. S. import ban was not lifted until 1953. A few months later the new outbreak shut down the border for another 19 months. Now the hope is that there will be no further outbreaks to disrupt movement of Mexican cattle into the U. S.

Arizona Report

By ERIC JENSEN

BORDERTOWN IS HAPPY AGAIN.

After eight lean years, during which the U. S. importation of Mexican cattle was allowed only seven uncertain months, the corrals again are full and there is vigor in the economic bloodstream of the community.

Since the morning of Jan. 3, when Secretary Benson's order re-opened the border, there has been an almost steady stream of feeder cattle arriving

at the Arizona ports of Nogales, Douglas and Sasabe. Actually, even more would have been shipped or driven northward from Sonoran ranches, but heavy rains in the area have hampered roundups and forced many cancellations of crossings.

In the two weeks ended Jan. 15 USDA border inspectors of the Agricultural Research Service reported that about 54,000 head of cattle had entered this country from Mexico.

There is little doubt but that whatever export quota the Mexican authorities impose to prevent a wholesale depletion of the herds in the northern cattle states will be quickly met. At the present time, the preliminary Sonoran quota for the year is a tentative 132,000 head. One rancher alone said he had 25,000 saleable steers, however. Due partly to this eagerness to sell, it appears probable that this quota will have to be lowered, and the figure of 65,-

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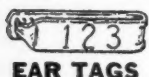
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James B. Hollinger Chapman, Kan.

000 is now being given as the most likely.

During the past few years of drouth, starvation, and reduced markets, the herd in Sonora has declined by 300,000 head and now stands at an estimated 1,600,000. Both the government and the powerful Regional Cattle Producers' Union are opposed to any serious overselling of the herds. Since the industry is so important to the state and so fraught with politics, accurate information is difficult to obtain until the situation settles somewhat; but it is reliably reported now that the Mexican cattle raiser applying for export quota permits must pay 50 pesos (\$4.25) a head for this privilege, as compared with a previous 10 pesos. In addition to this stiff kickback, the export duty is about 2 cents a pound and the U. S. import duty 2½ cents. What is left to the Mexican rancher from the 16 or 17 cents which has been paid thus far by U. S. buyers for good Hereford yearlings is not calculated to make many millionaires in Sonora.

The rush to U. S. ports will undoubtedly continue, nevertheless. During the last brief opening of the border (October 1952 to May 1953) many cattlemen below the border held their shipments for better prices and as a result were left still holding them when a recurrence of the hoof-and-mouth plague closed the ports again. Not so this time.

Furthermore, the individual Mexican rancher, as well as the whole industry, has been operating on a very shaky level for some time and at the present is sorely in need of American dollars. When the first outbreak of hoof-and-mouth occurred in 1947, the U. S. poured \$123 million into both relief and eradication measures in Mexico, which eased the economic blow temporarily. During 1950-52, the purchases by the Commodity Credit Corporation of Mexican meat for free shipment to Europe also aided the industry to keep its head above water. Since that time some American-owned international companies have bought in the Mexican market for prepared meats such as bologna and sausage, but for the most part the ranchers there have been forced to operate on a stand-by basis.

Their only markets last month were in Lower California, the few foreign buyers and a small local demand. With the U. S. border opened to them, a Sonoran packinghouse this week was forced to offer 2½ pesos a kilo (about 10 cents a pound) plus a bonus of \$5 American a head in an effort to retain its supply sources.

Thus it appears that if the Mexicans themselves do not impose quotas, there will be an increasing rush of cattle to the border. Assuming that the three other northern cattle states of Chihuahua, Coahuila,

and Tamaulipas can very nearly meet the Sonoran quota of 132,000, the total might well run close to a half-million head for the year. If the quota were slashed in half as has been discussed, this number would drop to 250,000, which seems to be the general estimate at border stations now. It probably will be several months before an intelligent guess can be made.

Meanwhile, most of the cattle being bought are feeder yearlings and have been consigned in many cases to American companies far from the port of entry. The Cowden Livestock Co., of Brawley, Calif., Sol Branker of Chowchilla, and the Clemons Cattle Co., of Winslow, Ariz., were among the early buyers, evidently having placed their orders well before the actual opening of the border.

The weight of the animals consigned ran from 400-500 pounds, which could be doubled easily, according to Branker. Since a minimum of six months of grass and feed will be necessary before this can be accomplished and this beef made ready for the packinghouse, the full effect upon domestic prices may not be felt until then. The argument has been forwarded that since the present domestic supply is low, the import of a number of Mexican cattle will not lower prices seriously, if at all. However, this certainly runs counter to experience and basic economic law and will depend entirely on how many are imported.

After the flow of such imports has leveled off and the Mexican quota



Next stop, U. S. A. This dipping station is the last stop in an inspection process as Mexican cattle enter the U. S. This was the first shipment since cattle were banned in May, 1953. The cattle were consigned to Sol Branker, Chowchilla, Calif. They came from J. A. Morales' ranch at Batana, Sonora, Mex.

AMERICAN CATTLE PRODUCER

situation untangles itself, it might be an opportune time for a clearer definition of the critical limits of such an influx. This would eliminate much of the uncertainty and speculation facing both importers and Mexican ranchers and would operate to the long-range benefit of everyone concerned, including the American consumer.

Mexican cattle entering the U. S. now are, of course, being given a close examination for any signs of infection. They are dipped on the Mexican side of the border and checked there by our own Department of Agriculture vets for fever ticks and any hoof-and-mouth lesions. So far they have been found to be in excellent condition, only an average one in 200 being turned back, and then for a minor ailment such as lump-jaw or an infected eye.

Due to this apparent health and their availability in large numbers, Mexican cattle along the border markets will displace U. S. stock in the favor of major buyers for a time. For any serious or lasting effects, the U. S. industry will have to take a longer and more cautious look.

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For further detailed information write or call

KEIRSEY TILTING CHUTE

ROY, NEW MEXICO

Personal Mention

Two Montana brothers, MARK and TOM CLEMOW, of Jackson and Wisdom, are the 1955 Livestock Men of the Year, chosen by the Record Stockman which is published at Denver. This 12th annual award by the newspaper thus goes to more than one person for the first time; the Oscar of the livestock industry was presented to them during National Western Stock Show Week at Denver. The men so honored are well known among American National Cattleman; Mark Clemow is a member of the association's executive committee.

Lloyd Hill, commercial cattle raiser of Harney County, has been named Oregon Cattleman of the Year and has been awarded the Herman Oliver Trophy. Mr. Hill outscored other contestants of the state on the basis of cattle production, forage production, ranch management and public relations.

Wesley A. D'Ewart of Wilsall, Mont., for nine years up to 1954 a member of Congress, has been named a special assistant to the secretary of agriculture, to serve as liaison between Congress and the USDA.

BYRON MOCK, BLM administrator for Utah, Arizona, Nevada and Idaho, recently resigned to enter private business as a land counselor. Mr. Mock is being succeeded by NEAL D. NELSON, assistant range staff officer for the Bureau of Land Management.

William Raymond Ogg and Donald Lean MacDonald have been appointed agricultural attaches to Rome and Pakistan, respectively. Mr. Ogg succeeds Francis A. Flood, who remains with the U. S. Foreign Service; Mr. MacDonald succeeds Henry W. Spielman, who is now principal officer at Dacca, Pakistan.

Earl M. Hughes of Woodstock, Ill., has been appointed administrator of the Commodity Stabilization Service, succeeding James A. McConnell, whose intended nomination to be assistant secretary of agriculture has been announced. Mr. McConnell has been executive vice-president of the CCC and, since last Feb. 12, the administrator of CSS.

Dr. Roger Corbett, since 1949 agricultural counsel for the National Association of Food Chains in Washington, D. C., has been appointed president of New Mexico A. & M. College. Dr. Corbett was an American National convention speaker two years ago.

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SMUGGLED CATTLE TO MOVE

A press story dated Jan. 31 at Baton Rouge declares arrangements had been completed to ship back to Mexico, through Texas, the herd of smuggled Charollaise cattle in controversy for two years. At its Reno convention last month the American National Cattlemen's Association passed a resolution condemning the long delay in disposing of these illegally imported animals and calling for immediate, definite action.



LADIES' CHOICE



Through A RANCH HOUSE WINDOW

By Dorothy McDonald

Newly back from meeting so many of you in Reno, I feel myself renewed. Rain sheets down sullenly beyond my windowpane but I'm not seeing the futility of its falling on this rather scrubby suburban street which just now is my home. Rather, I seem to see it soaking deeply into the fields and pastures of the ranch and I tell myself again, "This year, perhaps . . . or next . . . I'll be back on the land where I belong."

And in the meantime, thanks for sharing glimpses of your ranch windows with me. Sometimes I think I could not write this column at all if you did not do so. It's not that I've forgotten the gnarled pattern of the old apple trees below the stream, or the rustle and scuffling of new kittens in the periwinkle thickets under the lilac hedge, or the thunder of the horses coming in for grain—but who could write forever just from memory?

So . . . thanks for telling me about your Ranch House Windows. I hope you'll never cease to do so.

* * *

Going to Reno this year did convince me of one thing I've been trying to ignore; that is, that because of the rapid growth of our organization we're going to have to make some changes in the Chimes. Maybe you won't be too happy about them—I'm not either—but we might as well be sensible and say, "Well, that is the way it will have to be!"

When we started out in 1952 with just 300 charter members I felt that one important purpose of the National CowBelles was to help ranch women from all over the country get better acquainted. For that reason I've always tried to stress "who" rather than "what" in printing news about our

organization because I felt (I still do) that women are more interested in other women than in what those other women are doing. Well, that was all right when there were only a few of us, but now that we've grown so big—and who'd want to change that?—it has gotten so that if we keep up this policy pretty soon our Chimes will consist of nothing but lists of names . . . and more names.

So I've a suggestion to make, and I hope you'll go along with me on this: Most of you have state magazines that carry CowBelle news—if yours doesn't it probably would be very happy to do so—and so whenever your organization has anything to report why not have your secretary send a report of it (including names) to the state magazine and a carbon copy to me? That way, a complete report of your activities will appear closer to home (where the names of the people involved will be of maximum interest anyhow) and I will try to summarize it for the Chimes.

It may be that we will lose something by doing it this way. But there were 1,500 National CowBelles in 1954 and judging from the number of new registrations already this year we should top 2,000 in 1955. We're joined together in one purpose—to help our cattle industry . . . and the more of us there are to do it, the more successful we shall be. And if in the Chimes we can find space to share only our ideas and not enough to give credit to those ladies who originated them—well, after all, it is the ideas themselves that are most important, probably.

Or are they?

Let's try it for a little while and see.

D. L. McD.

Meet Your Neighbor

I can think of no better time to introduce you to our charming neighbor, Mrs. Fred Dressler. Not only was she the gracious and unruffled hostess of our meeting in Reno, but as the new first vice-president she is now in line to serve as leader of the CowBelles in 1956. Probably most of you already know Anna Dressler, but if you do not you should!



Mrs. Dressler

Efficient is a term too often misapplied, but when it is used to give a one-word description of Mrs. Dressler it has its full and rightful meaning. She carries out so fully the dictionary's definition of "capable of producing the desired result; active and energetic."

In her case the definition does not go quite far enough, for she produces results with the least possible effort . . . or so it always seems. She does things quickly, expertly and with authority, and yet is so dependable that no detail is too small to receive her full attention. Those of us who were at Reno know how much this quality of Anna Dressler's added to the smooth functioning of our CowBelle meetings there.

Though she was born just across the line in California, Anna Dressler belongs to Carson Valley. Daughter of Mr. and Mrs. Fritz Neddenriep, she grew up on a lovely Alpine County ranch not too far from the Dressler home ranch to which she came when after their high school days she and Fred Dressler were married.

Here the young mistress first showed her calm efficiency, for on a big ranch there are always many and different



CowBelle officers at a breakfast meeting at the El Cortez Hotel, Reno.

AMERICAN CATTLE PRODUCER



Among ladies at the National convention: At left, (l. to r.) Mmes. John Neal, Kingman, Ariz.; Carl Bledsoe, Arroya, Colo.; Don Collins, Kit Carson, Colo.



At the right are Mrs. Walter Bones, Parker, S. D.; Mrs. Edwin Karlen, Columbia, S. D., and Mrs. L. R. Houck, Gettysburg, S. D.

duties. Sometimes it was breakfast at four in the morning for 16 men, lunches to put up, the regular household tasks to be done . . . and then, perhaps, a luncheon for friends at one. In addition to her unflurried handling of all these details, Anna Dressler also found time for much sewing and handwork and her clever fingers produced clothes for herself and her children as well as many gifts for others. And whether fashioning a centerpiece for table decoration or repairing a piece of furniture or equipment, Anna Dressler displayed the same cleverness and dexterity.

Mrs. Dressler's interests go far beyond her household, and for years she has kept the records for the purebred stock and has shared with her husband the many problems of the livestock business. She has accompanied him on trips to meetings and as chairman of the ladies' activities at Reno she demonstrated not only her ability as an organizer but also that she is a real ranch woman.

The Dresslers' two children are grown, and they have four lovely grandchildren. The evident closeness and affection of the family group is probably the most eloquent evidence of Anna Dressler's ability as a homemaker and mother.

Mrs. Dressler is a charter member of both the American National and the California CowBelles. In 1953 she served the National on the nominating committee and in 1954 as its chairman. —Mrs. C. W. Henningsen.

American National CowBelle Chimes

WYOMING EDITION

Vol. 3, No. 2

February, 1955

Editor: Mrs. Dorothy McDonald, 7905 Pala St., San Diego 14, Calif.

President—Mrs. Joe Watt, Moorcroft, Wyo.
Secretary-Treasurer—Mrs. Jack Dinwiddie, Centennial, Wyo.

Vice-Presidents—Mrs. Fred Dressler, Gardnerville, Nev.; Mrs. Russel C. Larsen, Kimberly, Ida.; Mrs. Tom Field, Gunnison, Colo.
Editor—Mrs. Dorothy McDonald, 7905 Pala St., San Diego 14, Calif.

MESSAGE FROM YOUR NEW PRESIDENT

I am proud that you have chosen me to represent you as your American National president, and I appreciate this opportunity to be of service to the cattle industry.

I would like to help promote the sale of beef, and to do this we must keep the women of America aware of the merits of serving beef to their families. One of our problems is to get the housewife to think of meat and BEEF as one and the same.

At our recent convention a resolution by the CowBelles, passed by the American National Cattlemen's Association, urged a "Beef for Father's Day" movement. A committee—Mrs. Leavitt Booth of Colorado, Mrs. Jim Owens of California, and Miss Ilda May Hayes of Oregon—is working out the details.

The report by the state presidents on what their organizations have done was informative and valuable, and the American National was generous in its praise of the accomplishments of the CowBelles.

More than 400 CowBelles attended the convention and our host states of Nevada and California had an excellent entertainment program for us. Our sincere thanks are extended to them for their efforts.

If any CowBelle has any promotional ideas that would help boost consumption of beef, I would be grateful if she would send them to me.

Mrs. Joe H. Watt, President

* * *

THE RENO CONVENTION

The fourth annual convention of the American National CowBelles was held in conjunction with the American National's meeting in Reno January 10-12, with 480 ladies present. Registration started January 9, followed by a social hour, with members renewing friendships and welcoming new arrivals. A get-together in the evening was presided over graciously by the outgoing president, Mrs. John Guthrie of California, who called upon each lady present to say a few words about her organization.

The ladies' luncheon in the Sky Room of the Mapes Hotel on Monday featured delicious food and entertainment by the drama department of the Twentieth Century Club of Reno. Copper ash trays, cosmetics, gardenia corsages and door prizes were gifts to



More convention CowBelles. At left (l. to r.) Mmes. Lucius Long, Meers, Okla.; J. B. Smith, Pawhuska, Okla.; Earl Kielhorn, Cambridge, Kan.; George Andrews, Kanopolis, Kan.; J. W. Birney, Bucklin, Kan.



At the right are Mmes. Mose Trego, Sutherland, Nebr.; Mrs. Jake Schneider, Sloughhouse, Calif.; Mrs. John Guthrie, Porterville, Calif.; Mrs. Joe Watt, Moorcroft, Wyo.

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the CowBelles from Nevada business concerns.

Committee reports and a report by Mrs. Guthrie on the National CowBelles' cookbook, Beef Cookery, featured the business meeting. Mmes. Guthrie and Carlisle will continue in charge of this project in 1955 and they urged all state and local groups to cooperate in getting this fine collection of all-beef recipes into the hands of as many urban housewives as possible. They may be ordered from Mrs. Carlisle, Box 1005, Porterville, Calif.

A motion come from the floor to sponsor a "Beef for Father's Day" program.

At the CowBelle breakfast on the 11th, state songs were presented by Arizona, Colorado, Idaho, Oregon, Nebraska, North Dakota, Utah, Wyoming and Washington. South Dakota did not have an official song but delighted the group with Mrs. Roy King's "Come, You CowBelles." It was fortunate there were no prizes, as the songs were so clever it would have been an impossible contest to decide. There were distinctive methods of presentation, from the 40-odd Oregon members led by Mrs. Paul Stewart and accompanied by Ilda May Hayes, to the lovely solo voices of Mrs. Swanson of Utah and Mrs. Philip Paul of Washington. A review of state songs ought to become a regular feature of our conventions. Cow bells, too, played their part, as Wyoming's song was sung to a clever accompaniment of cow bells ringing, and later Mrs. Fred Wojahn of North Dakota played two numbers on 20 toned bells. This unusual feature was repeated over television for Reno viewers.

Officers elected for 1955: Mrs. Joe H. Watt, president; Mrs. Fred Dressler, Mrs. Russell C. Larsen and Mrs. Tom Field, vice-presidents; Mrs. Jack Dinwiddie, secretary-treasurer. Mrs. Roy Forehand of Carlsbad, N. M. and Mrs. Louise Wilson of Houston, Texas, were chosen as delegates-at-large on the general council. Other members of the council are the presidents of state CowBelle groups and the two past presidents of the National.

A mimeo distributed at the meeting listed activities of the state CowBelles. Displaying canned beef from Argentina and Uruguay at the registration desk at state stockmen's conventions under the placards, WHY? . . . scholarship and poster contests and meat campaigns and beef recipes . . . newspaper publicity and home demonstration projects and slogan contests and stickers for cars . . . financial undertakings, like the sale of CowBelle bandannas and material . . . support of a boy's ranch, playgrounds, better schools and roads, and charitable enterprises. It was a record to make every CowBelle proud.

A vote of thanks was given Mrs.

Fred Dressler and her committee for the wonderful time we had in Reno—only wish I had space to thank each one of the ladies personally for all they did to make our visit to Nevada a memorable one.

ANOTHER STATE COWBELLE ASSOCIATION?

Though as yet unorganized, the ladies of Oklahoma have done their part in the National's beef promotion campaign, gaining the support of such state organizations as the Farm Bureau, Home Demonstration Clubs, 4-H and FFA groups in buying beef, cooking beef and talking beef. If we do not have an Oklahoma organization of CowBelles in 1955 it will be because the ladies themselves do not see the need for it. President J. B. Smith of the Oklahoma Cattlemen's organization and his directors decided they would like an auxiliary of CowBelles. They will have a special room at the ladies' disposal during the state meeting in March. Jack Houser, the executive secretary, is also interested in the idea.

Vera (Mrs. Lucius W.) Long

A resolution was offered by the CowBelles expressing their appreciation to the American National for its continued support of the CowBelles' major project for 1954, the publication of the nation's first collection of all-beef recipes, **Beef Cookery**.

By the way, how many copies have you bought? As Mrs. Bud Thomas of South Dakota suggests, "They have uses unlimited. Where could you find a nicer prize for games or card parties . . . or a birthday or "thank you" present for a city hostess? And how many young husbands would rise to call you blessed if you included Beef Cookery among his bride's shower presents? Remember, many city girls (and their mamas, for that matter) have little knowledge of how to use the "economy" cuts. Beef to them is likely to be a standing rib roast on Sundays and beefsteak once in a while, when they feel prosperous."

How about keeping a few copies of Beef Cookery on hand for gifts?

A REMINDER: State conventions are coming up and you will have new officers. To avoid confusion, will you see that CHIMES is notified of their names and addresses as soon as possible? The only state we know of whose officers are not those listed in the Yearbook is California. Since their convention is in December, new officers are Mrs. Jim Owens, Red Bluff, president; Mrs. J. B. Williams, Granite Station, Bakersfield, and Mrs. Lawrence Daley of Escondido, vice-presidents; and Mrs. Leland Davis of Red Bluff, secretary-treasurer.

Any others?

AMERICAN CATTLE PRODUCER

BUY, SELL IN 2 LANGUAGES

For the second year, the Eastern Brahman Association is sponsoring a bi-lingual auction of breeding cattle at the International Cattlemen's Event during the Florida State Fair at Tampa. The simultaneous auctioneers' chanting will take place Feb. 17, for the benefit of Latin American guests and customers. In a similar sale last year, 21 Brahmans averaged \$1,099 with more than half going to Latin American bidders. This year, O. L. Partin of Kissimmee, Fla., the EBA president, states 133 Brahmans have been entered in the fair's competitive classes.

ARIZONA HEREFORD WINNERS

More than 250 animals entered by breeders from 13 states competed in the first register of merit Hereford show ever held in connection with the Arizona National Livestock Show at Phoenix last month. Among top winners in the event were included Milky Way Ranch of Phoenix; Herschede Ranch of Hereford, Ariz.; Turner Ranch, Sulphur, Okla.; W. J. Largent & Son, Merkel, Tex.; Rancho Sacatal of Dos Cabezas, Ariz., which showed the champion pen of three heifers.

SAN ANTONIO SHOW SET

The sixth annual showing of San Antonio's Livestock Exposition, to be held Feb. 18-27, is offering record premiums of \$90,000, of which the \$67,000 earmarked for the livestock and horse shows is a \$10,000 increase over last year. Officials report a record entry list of 4,539 head already on hand.

AT NATIONAL WESTERN

Following crowning of an 1,100-pound Hereford from Cameron State Agricultural College at Lawton, Okla., other honors included: Top bull, Milky Way Hereford Ranch, Phoenix, Ariz., with awards in the carload division of the Hereford bull show going to Bridwell Hereford Ranch, Wichita Falls, Tex.; CK Ranch, Brookville, Kan.; Wyoming Hereford Ranch at Cheyenne, and B. P. Franklin of Meeker, Colo.

The reserve champion Hereford of the show was exhibited by Turner Ranch of Sulphur, Okla. The carload of fat steers was shown by Karl Hoffman & Son, Ida Grove, Ia. The Hereford female championship and reserve spot went to Woody Hereford Ranch, Bernard, Kan., and Herschede Ranch, Hereford, Ariz., respectively. In the Hereford sale, the total intake was \$247,310 with the top-of-the-sale going for \$16,200.

* * *

In the National Western Angus "Show Window" sale, 162 lots sold for a total of \$99,465 to average \$614, with 50 bulls averaging \$770 and 40 females averaging \$492; 72 bulls in pens of three and five head averaged \$574, for a total of \$41,345.

BULLS

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GRASS RANGE

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CHAMP

Grand Champion Steer, 1955 National Western in Denver. It brought \$3 a pound at auction. Shown also (l. to r.): Herman Purdy, judge; Hargrave Cunningham, president of American Hereford Association; Wilson McCarthy, board chairman of National Western; Herschel Boydston, Cameron Agricultural College, Lawton, Okla., the champion exhibitor, and Johnnie Jones, Cameron student.



The top individual bull brought \$5,000; the top pen of three bulls sold at \$1,200 each. For the top female, the price was \$2,000.

The champion load of 436-pound Angus steer calves brought \$34.50; a load of 386-pound reserve champion Angus steers brought \$37.50. Price paid for the reserve grand champion steer, a 940-pound Angus, was 90 cents.

* * *

The grand champion load of feeder cattle at the Denver show was shown

by Shorthorn exhibitors Josef Winkler and Sons of Castle Rock, Colo., and the animals later sold at \$55 per cwt.; average weight was 503 pounds.

The second high price of the sale was paid for the load of reserve champion Shorthorn steer calves, which averaged 443 pounds and brought \$45.50.

Average price set in the Shorthorn sale was \$539 on 31 lots, for a total of \$16,710. Twenty-four bulls brought \$590 on the average and seven females figured \$377. The top bull went at \$1,175; the top female at \$675.



Cattlemen from several states gather for a breakfast before the second morning's session of the American National meeting in Reno. The commercial Bank of Utah, Spanish Fork, sponsors this yearly event, with R. B. Money, Spanish Fork, acting as host.

BRAHMAN BACKGROUND NOTE

The word Brahman as it applies to cattle was originated by J. W. Sartwelle of Palacios, Tex., when the American Brahman Breeders Association was founded in 1924. Dr. G. L. Arcecon, a Paraguayan authority on Zebu cattle, points out that the American Brahman is a Zebu, but not every Zebu can be called an American Brahman. The word Zebu is not found in the Indian languages but is French and means simply "humped cattle." The Brahman association points out the breed was developed from a few animals of Asiatic origin imported to this country, 1849-1925, and by amalgamation of three races of Indian cattle known as the Guzerat, Gir and Nellore. The latest importation was in 1946.

HEREFORD TAKES ARIZ. TITLE

The grand championship crown at the 1955 Arizona National Livestock Show in Phoenix last month went to Lloyd Robinson of Big Springs, Tex., for his 1,105-pound Hereford; the reserve grand championship went to Bob Dorsey of Eaton, Colo., on a 970-pound Hereford which had earlier been named junior champion. The reserve champion junior steer was shown by Joan Johnson of Gilcrest, Colo. More than 250 steers were entered in all.

N. M. FEEDERS DAY FEB. 21

Latest information on current feeding and management practices and feeding research will be in the spotlight when farmers and ranchers meet for the 16th annual Feeders Day, Feb. 21, at New Mexico A. & M. College. Reports will be given by several scientists at the institution, and an afternoon inspection tour will cover livestock barns.

MEMBERSHIP HITS RECORD

With the addition of 235 Hereford breeders over the nation to membership in the American Hereford Association during November and December of 1954, the total goes to an all-time high of 24,808.

INDIANA FEEDERS DAY

The spring Indiana Cattle Feeders Day, held annually, has been set for Apr. 29 on the Purdue University campus at Lafayette, Ind. The program is scheduled to start at 9 A.M. and adjourn at 3 P.M. Various phases of feeding and fattening will be discussed.

CHANGE TO COLORADO ANGUS

The Western Aberdeen-Angus Breeders Association will change the organization's name to Colorado Aberdeen-Angus Association. Norman Smith, Larkspur, Colo., was elected president of the association at a Denver meeting. Montie Blunn, Golden, is secretary-treasurer.

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ROTEXOX

Mixes 1 to 20 with #2 fuel oil, diesel oil or petroleum distillate for use in cattle oilers. Mixes 1 to 160 with water to spray for grubs, lice, ticks and Sarcoptic Mange Mites... only \$12.75 per gal.

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The man who wants to make a New Year's resolution he is sure he can keep should swear off swearing off.



Feb. 14-15—Louisiana Cattlemen's convention, New Orleans.
 Feb. 15-18—Annual meeting, Western States Meat Packers Assn., San Francisco.
 Feb. 18-19—Utah Cattle & Horse Growers convention, Salt Lake City.
 Feb. 18-27—San Antonio, Tex., Livestock Exposition.
 Mar. 10-12—42nd annual convention, Kansas Livestock Assn., Wichita.
 Mar. 22-23—Convention, Texas & Southwestern Cattle Raisers Assn., Dallas.
 Mar. 24-25—Convention, Idaho Cattlemen's Assn., Boise.
 Mar. 27-29—41st New Mexico Cattle Growers convention, Albuquerque.
 May 18-19—Convention, Sandhills Cattle Assn., Alliance, Nebr.
 May 19-21—Convention, Montana Stockgrowers Assn., Helena.
 June 2-4—64th South Dakota Stock Growers convention, Custer.
 June 7-9—Wyoming Stock Growers convention, Casper.
 June 9-11—Nebraska Stock Growers convention, Lincoln.
 July 27-29—Annual meeting, American Stockyards Assn., Portland, Ore.

CHICAGO LIVESTOCK PRICES

	Jan. 24, 1955	Jan. 26, 1954
Steers, Prime	\$29.50-34.50	\$24.75-30.00
Steers, Choice	25.00-31.00	21.75-26.75
Steers, Good	20.00-25.50	19.00-23.00
Cows, Comm.	11.50-13.50	12.25-13.50
Vealers, Ch.-Pr.	27.00-29.00	29.00-30.00
Vealers, Cm.-Gd.	17.00-27.00	19.00-29.00
Calves, Ch.-Pr.	19.00-24.00	20.00-27.00
Calves, Cm.-Gd.	13.00-19.00	16.00-20.00
F.&S. Strs., Gd.-Ch.	19.00-23.50	17.50-23.25
F.&S. Strs., Cm.-Md.	12.50-19.00	12.50-17.50
Hogs (180-240 lbs.)	17.25-18.50	25.75-26.75
Lambs, Gd.-Ch.	20.00-21.25	19.75-21.00
Ewes, Gd.-Ch.	6.50-8.00	7.00-9.00

WHOLESALE DRESSED MEATS

	Jan. 25, 1955	Jan. 28, 1954
Beef, Prime	\$51.00-53.50	\$44.00-45.00
Beef, Choice	43.50-46.50	37.00-40.00
Beef, Good	36.50-38.50	33.50-35.00
Beef, Comm.	31.00-34.00	29.00-32.00
Veal, Prime	46.00-49.00	46.00-49.00
Veal, Choice	38.00-47.00	39.00-48.00
Veal, Good	33.00-41.00	34.00-44.00
Lamb, Choice	40.00-43.00	39.00-43.00
Lamb, Good	39.00-41.00	37.00-41.00
Pork Loin, 8-12 lbs.	40.00-41.00	50.00-52.00

COLD STORAGE HOLDINGS

	Dec. 31 1954	Nov. 30 1954	Dec. 31 1953	5-Yr. Avg.
Frozen Beef	179,123	149,763	240,916	187,714
Cured Beef	9,647	8,518	8,138	11,643
Lamb, Mutton	9,819	8,518	12,232	14,431
Total Pork	454,498	340,874	326,812	467,544
Total Poultry	272,618	291,504	275,887	286,225

FEDERALLY INSP. SLAUGHTER

	Cattle	Calves	Hogs	Sheep
Dec. 1954	1,583	689	6,119	1,167
Dec. 1953	1,653	634	5,194	1,227
1954	18,476	7,573	52,894	14,146
1953	17,629	7,013	53,813	14,283

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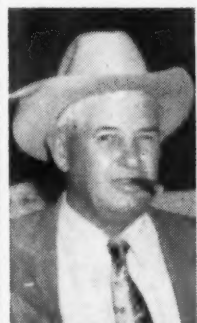
A new livestock feeding plant at Fresno State College in California will be built by John W. Williamson & Sons of Montebello. On completion, all phases of feed manufacturing of the plant can be run by students.

PINT-SIZE BURRO

The pint-size wild burro of the California desert has gone into basic training with the U. S. Air Rescue Service. The rugged little animals will be used to break trail in inaccessible country, carrying medical and other equipment to planes downed in primitive areas. Trials have proved they are superior to the horse in roughest climbing, and better at foraging for their existence. (Just how many missions they must complete before earning their wings was not made public!)—Ven Dal.

THE STATE PRESIDENTS

Roy Parks, president of the Texas and Southwestern Cattle Raisers Association, runs a commercial outfit in the Plains country near Midland, Texas.



Roy Parks

One of the big problems on the ranch where Mr. and Mrs. Parks live, and in the adjoining area, is small mesquite. Mr. Parks sprays for it, but spraying does not give a 100 per cent kill and grubbing the plant is prohibitive in cost. The problem is getting worse, says Mr. Parks; can't burn it now because of the drouth. However, research on little mesquite is progressing toward, he hopes, a good kill at reasonable cost per acre.

Mr. Parks' grandfather settled in Texas before the Civil War, and his father was in the ranching business. Roy Parks was born and reared in Texas, and he has been on the Midland place 37 years.

His outfit, which runs about 2,000 cows, is a calf-and-cow operation. He sells his calves in the fall at about 500-550 pounds. His ranch would normally carry 20 to 25 head to a section, and rainfall is normally 18 inches—but under the present conditions of drouth about 10 cows to a section is the going rate. He breeds to get his first calves in November; the calf crop is 85-95 per cent.

The grazing season is year-around, but this Texan supplements with 3 to 5 pounds of cake and pellets from December to March. Mr. Parks says he had never fed a bale of hay until three years ago, when he got some drouth hay.

Mr. Parks uses some processed Mexican labor, which he says works out well; these men are not in competition with local labor, for the kind of work they do.

Roy Parks considers present prices all right . . . says he could live with them well enough if he were not in drouth area. He is opposed to any price support by the government.

He believes Mexican imports of cattle will not be of too much immediate concern to the U. S., because most of the cattle coming in are yearlings and two-year-olds and go to grass for one or two years. He believes Mexico has few aged cattle for export.

The top job the Texas association has done this year is setting up the Texas Beef Council, of which Mr. Parks is also the president. The council intends to spend between \$80,000 and \$100,000 to get the program well started. It has had considerable support from banks, feed mills and utility companies, but the plan is, after the good start, to turn the financing over to the cattlemen themselves. All the cattlemen in the state are asked to become members at 5 cents a head payment over 50 head. Mr. Parks feels the council, which was organized last fall, has established demand for beef, and considerable rise in demand has resulted especially for economy cuts.

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